

EDM for ERM CONFERENCE

Requirements for Enterprise Data and Risk Management



Oct 4 -5, 2011

Hyatt Regency, Vancouver, BC

Sponsors:



THE CONFERENCE

Welcome to the EDM for ERM Conference – Requirements for Enterprise Data and Risk Management. This event entails two days of detailed discussion on the identification, categorization, storage, access, utilization, analyses, reporting and business automation considerations in EDM to support trade and risk management in energy and commodities.

The conference targets system designers and implementers as well as users and key decision makers. The conference faculty includes data providers, software vendors, integrators as well as IT and business users from energy and commodity companies. You are invited to share two days of direct discussion, information sharing and networking in beautiful Vancouver BC.

TOPICS HIGHLIGHTS

1. Elements of Enterprise Risk Management
2. Enterprise Data Management as a Foundation for Enterprise Risk Management
3. Risk and Opportunities in Data
4. Business Process Automation and Risk Management Systems
5. The Never-Ending Data Universe
6. Bringing Theory to Life - Overcoming the Challenges of ERM/EDM
7. The Compliance Challenge
8. Future Market Perspectives

WHO SHOULD ATTEND?

- **Power, Oil, Gas, and commodities professionals** working for utility, trading and investment banking companies who have a direct need for market data
- **End use customers** with intensive energy portfolios
- **Front office traders and managers** who need rapid access to timely market data
- **Mid office analysts and risk managers** who need data and analytic systems
- **Back office employees** undertaking settlement or credit and accounts management
- **IT professionals and CTO's** looking to implement and support enterprise systems
- **Financial professionals and CIO's** responsible for their corporate health
- **Market analysts and data managers** who are responsible for developing the corporate IP
- **Hedge Fund Managers**

FACULTY

- **Alan Gunn**, Vice President Marketing, *Solarc*
- **Claus Murmann**, Director, *Deutsche Bank*
- **Dan Brummer**, Vice President Business Development, *Allegro Development*
- **Don Jefferis**, Partner, *Opportune*
- **Dr. Anguel Grigorov**, Director Risk Data Services, *Platts*
- **Dr. Zak El-Ramly**, President, *ZE PowerGroup*
- **Emine Unlu**, Global Market Data Manager, *BG Group (Invited)*
- **Gary M. Germeroth**, Chief Risk Officer, *Calpine*
- **Ken Piddington**, Chief Information Officer, *Global Partners*
- **Jim Allison**, Business Systems Analyst, *ConocoPhillips*
- **Larry Heitkemper**, President, Director of Weather Services, *MDA Earthsat*
- **Paul Copello**, President, *IIR Energy*
- **Wayne Sadin**, CIO, *MX Energy*

FREE ZEMA Workshop 9:30 am – 12 pm

Describing an Enterprise Data Management System: Features and Functionality

- Sources of primary corporate data
- Identification, characterization and normalization of data
- Demystifying data validation
- Corporate processes and analyses
- Systems and applications that consume data
- Is one system of record possible
- Example of an integrated EDM
- Meeting audit and regulatory needs
- Cost and benefit of an EDM

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Day 1 – Tuesday, October 4 (1:45pm – 5:45pm, evening Dinner)

12:15 – 1:45	<i>Lunch</i>
1:45 – 2:00	Welcome and Introduction
2:00 – 3:15 <i>Session 1</i>	Elements of Enterprise Risk Management (ERM) The true scope of Enterprise Risk <ul style="list-style-type: none">• Business Management at the root of ERM• The EDM for feeding trade and risk systems and supporting operational processes
3:10 – 3:45	<i>Break</i>
3:45 – 5:15 <i>Session 2</i>	EDM as a Foundation for ERM The impact in insufficient Data Management resources <ul style="list-style-type: none">• The critically of data for effective decision making• How to gain efficiency through Process Automation• The power of advanced market analysis• Before and After Case Study
5:15-5:45 <i>Session 3</i>	Risk and Opportunities in Data Understanding the inherent value of data and the potential dangers <ul style="list-style-type: none">• Determining data quality• What is data validation• Meaningful versus distorting analysis• Correlation, causation and assumption
7:15 – 11:00	Dinner and Casino Night

Day 2 – Wednesday, October 5 (8:00am – 5:15pm)

8:00 – 9:00	<i>Breakfast</i>
9:00 -10:30 <i>Session 4</i>	<p>Business Process Automation and Risk Management Systems</p> <p>Empowerment through systems integration</p> <ul style="list-style-type: none"> • Overlapping goals / requirements of ERM & EDM • What true integration looks like • Business process automation
10:30 – 11:00	<i>Refreshment Break</i>
11:00-12:15 <i>Session 5</i>	<p>The Never-Ending Data Universe</p> <ul style="list-style-type: none"> • How to manage an evolving market space • Quantification and rationalization • The future of Data; new markets and sources • Requirements analysis; being efficient with data • Forward curves
12:15 – 1:45	<i>Lunch Presentation by Keynote Speaker</i>
1:30 - 2:45 <i>Session 6</i>	<p>Bringing Theory to Life</p> <p>Overcoming the Challenges of ERM/EDM</p> <ul style="list-style-type: none"> • Case studies presented by end users and internal champions
2:45 – 3:15 <i>Session 7</i>	<p>The Compliance Challenge</p> <ul style="list-style-type: none"> • A regulators perspective: regulating dynamic, semi-fungible and risk laden markets • Dodd Frank update • The challenge of good governance • Creating an audit trail
3:15-3:30	<i>Refreshment Break</i>
3:30 – 4:30 <i>Session 8</i>	<p>Future Market Perspectives</p> <p>Forward market perspectives and expected infrastructure requirements</p> <ul style="list-style-type: none"> • What's on the regulatory and business horizon • Facts and fiction • The EDM / ETRM checklist
4:30-5:15 <i>Session 9</i>	<p>Panel Discussion</p> <p>Your opportunity to ask questions of our speakers or raise new issues</p>

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Pricing

Early bird (Aug 15th): CAD 995

Regular price: CAD 1295

Venue



The Conference will be held at the Hyatt Regency in beautiful downtown Vancouver. This provides easy access to Vancouver's various entertainment districts and outdoor attractions such as Robson Street, Gas Town, Chinatown, English Bay, Stanley Park and Granville Island.

Vancouver has something to offer for everyone. Its lively downtown core, coastal atmosphere and surrounding mountains make for an ideal destination.

Visit www.tourismvancouver.com for details.

Three ways to register

Phone (toll-free): 1-866-944-1469

Email: contact@zeco.org

Website: <http://zeco.org/registration.htm>

Contact person

Jasmin Pandher

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