

(Subject line) What do the DAMA 07 Conference & Valentine's Day have in common?

WITHIN THE E-MAIL:

They are both occasions to celebrate love!

Whether it be the love of your significant other . . . OR the love of the high-impact value of properly managed metadata, successful SOA and governance projects, exciting new technologies, and best practices, on February 14th, it's all about the love!

14 Reasons to Love This Conference:

#1 Rich Content: The Breadth

Business and IT alike will feel an instant attraction to over 10 workshops, 10 tutorials, and 5 post-event seminars.

#2 Rich Content: The Depth

With over 120 specialized breakout sessions getting intimate with hot topics such as BI and data warehousing, data modeling and strategy, master data, repositories, semantics and ontologies, the Zachman Framework, and new trends and technologies, you will receive an in depth understanding of where the industry is now, where it's headed, and how you can benefit from taking your relationship with the current tools to the next level.

#3 (Unlike past relationships . . .) Here You *Will* Learn from the Successes and Failures of Past World-Class Metadata Projects

Industry pioneers such as Intel, Countrywide Financial, and MFS Investment Management use detailed case studies to demonstrate how they have integrated metadata management into their development lifecycle, how they have achieved quantifiable savings and monetary value as a result, and how you can avoid the mistakes most common to a failed metadata initiative.

#4 Endless Networking Opportunities—1000 Professionals Unite!

The DAMA International Symposium & Wilshire Meta-data Conference is your once-a-year opportunity to bond over common interests with nearly 1000 other data and business professionals: exchange information, communicate frustrations and solutions, and, in general, initiate relationships (no, not those kind of relationships!) with likeminded colleagues.

#5 The Foremost Industry Experts

You share a passion . . . a passion for properly managed data that is! Now, allow the leaders in data and business strategy, including respected authorities such as Don Tapscott, Jill Dyche, and Mike Hawley, as well as many others, to share the information critical to ensuring that your organization reaps the greatest financial and operational value from its data.

#6 You Can Have an Affair with . . . the Historical City of Boston

This year's event is the perfect excuse to explore a city rich in national history. Walk across the street, catch the Old Town Trolley, and take advantage of the nearly-two-hour, fully-narrated tour of the best of Boston including the US Constitution, the home of

Paul Revere, Charlestown, and the Bunker Hill Monument to name just a few. You can also choose to see the sights on foot with the Freedom Trail self-guided tour of Revolutionary sites or spend the morning immersed in (even more!) technology at Boston's famed Museum of Science.

#7 You'll Be Instantly Attracted to the Four Star Amenities of the Boston Sheraton

In the heart of the city, and just four miles from Logan Airport, this property boasts a stunning lounge with plush banquettes overlooking the lobby and Back Bay area of Boston and free wireless Internet; a tapas café, known for its dramatic open kitchen, fresh ingredients, and impeccable service; and, of course, an on-site Starbucks. Ready to revitalize after the information-packed conference sessions? You can enjoy the state-of-the-art Atlantis Sports Club or New England's largest indoor/outdoor pool with extra large lap lanes.

#8 You'll Fall in Love with That Special . . . Suit!

Connected to the Prudential Center and Copley Place Mall, home to more than 200 shops and restaurants, it is mere steps from data strategy to designer slacks! Travel just one block, and you'll be falling for the fashions on fabulous Newbury Street, known for its upscale boutiques.

#9 Your Heart Will Melt for Decadent Dining and Flavorful Fare

Dinnertime is your chance to sample the wide range of nearby eateries (many connected to the hotel via indoor walkway!) Tempt your taste buds with steak, grilled seafood, or sushi as well as offerings from Thailand, Italy, France, and The States. From pub fare to fine dining, Pour House Bar to The Palm, there is no denying the chemical attraction of cuisine.

#10 Activities, Activities: The DataFlux Hospitality Suite

Mix, mingle, and make connections while you munch on appetizers and sip cocktails at DataFlux's Hospitality Suite.

#11 Activities, Activities: The Homemade Jam Session

Forget SOA, semantics, and standards . . . fill your head with the stimulating sounds of a musical celebration! Finally, a chance to party with peers and make music with modelers—all amateurs welcome.

#12 It Doesn't Take Cupid to Love a Freebie: The Free ITIL Briefing

Join popular IT author and speaker Charles Betz for a special briefing: "ITIL for Data Managers" as he explains the importance of this library of best practices for IT service managers as well as data professionals and why ITIL practices such as Configuration, Change, and Capacity Management have direct relevance for both communities.

#13 It Doesn't Take Cupid to Love a Freebie: The Free Audio Recordings

For the first time ever, conference session attendees can "make the magic last" with audio recordings of nearly every session! Beginning approximately three weeks after the conference, registrants will receive a password to access the recordings, which will be available for a full year after the conclusion of the event.

#14 Like the Perfect Mate, You'll Get EVERYTHING You Need in One Place!

Knowledge, networking, case studies, strategies, roadmaps, tools, and technologies . . . if you can only do ONE thing this year to ensure that your organization keeps current

with the newest requirements and gets the most out of its greatest asset—its data—then join us in Boston, March 4-8, for the DAMA International Symposium & Wilshire Meta-data Conference.

Make it a date!

Year after year the DAMA International Symposium & Wilshire Meta-data Conference is the largest, most authoritative vendor-neutral data management conference in the world. 1,000 data and business professionals will attend in Boston this year.

For more information about the event, including speaker, session, and topic details, visit www.wilshireconferences.com.