# Marine Data Management
## AWARENESS COURSE

*AN ESSENTIAL COURSE PROVIDING AN OVERVIEW OF MARINE DATA MANAGEMENT THROUGHOUT ITS LIFE CYCLE*

### THURSDAY 18 JUNE 2015

IMarEST HQ, ALDGATE HOUSE, 33 ALDGATE HIGH STREET, LONDON, EC3N 1EN

Data Management is a discipline that should be of concern to any users of marine data, especially where that data forms part of a chain informing key decisions.

This is an essential course providing a comprehensive overview of all things related to marine data management. We show how its application can improve your organisation's efficiency in data acquisition, storage and analysis, ensuring data use is understood with respect to:

- Corporate risk
- Audit and traceability
- Re-use & reducing costs

MEMBERS **Save £100**

*Contact: events@imarest.org*

FURTHER INFORMATION:
**www.imarest.org/events**

Email: events@imarest.org
or telephone: +44 (0)207 382 2702

Supported by:

SUT
Society for Underwater Technology

# WHY WILL THIS COURSE BENEFIT YOU?

Data Management is an unsung hero; having been too long in the shadow of IT and a poor relation of documents. Think of your work without IT - slow, cumbersome, costly and unproductive, but doable. Now think of your work without data.

In the past, people have managed data as they did electronic documents. This led to uncontrolled versions, multiple copies and emailed attachments, all usually involving highly personal, intricate folder structures. For documents, this didn't matter too much at the start because the freedom and novelty of being able to write and communicate and publish stuff was intoxicating; and productive. Any issues with the end product were relatively easy to spot; people are good at words! Then along came formal document management systems to cope with the increased size, complexity and number of documents, and the need to collaborate, share, edit and

comment. One person's seemingly logical folder structure can be another person's nightmare labyrinth. Then came keywords, search and corporate centralized systems and control processes.

Now it's data's turn under the spotlight. But searching for a '9', whilst easy, is not as useful as searching for, say, 'Albert Einstein'. Similarly, it's less easy to look at a table of numbers and spot errors, inconsistencies and the fact it could be entirely the wrong file. Whilst document management is important; formal **Data Management** is essential.

This course will give you an overview of data management in the marine world, in terms of why you, or your organization, should be doing it in a more formal way (enter Data Governance – see below), and things you need to make sure it happens, and when.

## OUR FOCUS
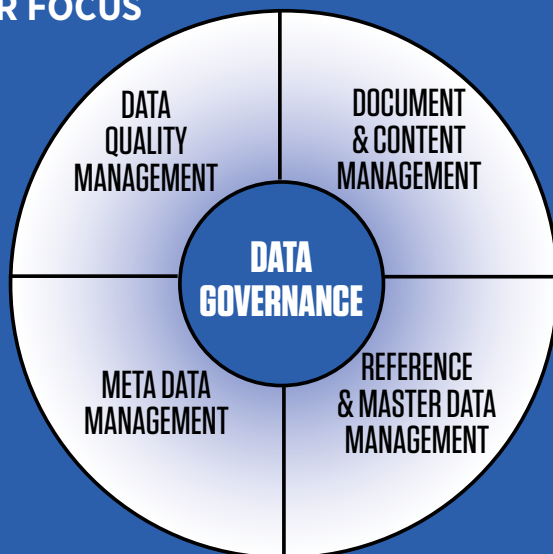


**THIS COURSE REMOVES AMBIGUITY & FOCUSES ON YOUR CONTRIBUTION TO DATA GOVERNANCE**

*"When you hear some talk about Data Governance, it is hard to decipher whether they're really talking about Data Governance or if they're really talking about Data Management or some ambiguous conglomeration of the two. The DAMA Dictionary of Data Management defines Data Governance as 'The exercise of authority, control and shared decision making (planning, monitoring and enforcement) over the management of data assets.' DAMA has identified 10 major functions of Data Management in the DAMA-DMBOK (Data Management Body of Knowledge). Data Governance is identified as the core component of Data Management, tying together the other 9 disciplines....."*

The Difference Between Data Governance and Data Management

*Figure 1: Your job as Data Managers will be to make your Governance people aware of the corporate risks associated with marine data and its use and to help them manage those risks*

## WHO SHOULD ATTEND?

This course is not for IT people or archivists; it is for people who have to deal with the ever-increasing volumes of marine data in ever expanding streams and chunks. It is for people who work with marine data and need to understand ways to manage it efficiently as it comes through the door, gets used and reused and re-accessed. It is for people who need to check what's been done in a process to produce 'the answer', or who need to move on to the next, more complicated thing. It is also about knowing what

data you already have, and where it is, and how to find it, and how good it is. This is Step One in moving any new idea forward.

Bring with you your own data problems and issues and your own data if you want. This one-day overview won't provide you with all the answers but it will provide you with a framework for understanding what Data Management you need and how to go about delivering it to your team, group and organisation.

# ONE-DAY MARINE DATA MANAGEMENT AWARENESS COURSE

| TIME | DESCRIPTION | OUTCOME |
|---|---|---|
| 0930 - 0935 | **Introduction**<br>• Welcome<br>• Objectives of the Session | |
| 0935 - 1030 | **Part 1: Why Data Management?** *Instructor Led Discussion on:*<br>• The reasons why Data Management is important<br>• Data Management in Context<br>• The Cost and Value business case<br>• Traceability<br>• Ease of Access and Use<br>• Real World Applications<br>• Who is responsible for managing data? | An understanding of: why data management is important, the costs of collecting marine data, its value for its original purpose, data related risks, the potential for re-use and how all this fits in the real world. |
| 1030 - 1120 | **Part 2: How Do We Get Started?** *Presentations on:*<br>What constitutes Good Data Management?<br>Where should it happen?<br>When should it happen?<br>How does it happen? | A formal context for the understanding acquired from the previous session. |
| 1120 - 1130 | **BREAK FOR COFFEE** | |
| 1130 - 1245 | **Part 3: The Data Life-Cycle** *Instructor led presentations* providing a basic overview of the Data Lifecycle:<br>• An "ABC" of Data Management – a glossary of terms and statements<br>• Creating data<br>• Sources of data<br>• Metadata<br>• Ingestion & Storage of data<br>• Structure, Attribution and Relationships<br>• Versioning<br>• Sharing, Exchange & Re-Use<br>• Archiving | An understanding of the fundamentals of how data is collected, managed, published and used plus how important metadata is! |
| 1245 - 1330 | **LUNCH** | |
| 1330 - 1415 | **Part 4: Marine Data Management – Where is it Now and Where is it Going?**<br>*Instructor Led Discussion on:*<br>• Existing *modus operandi*<br>• How The Future Will Look!<br>  o Data Sharing<br>  o Spatial Data Infrastructures | A basic knowledge of the future direction of travel for data management in the quest for efficient "best practice". |
| 1415 - 1500 | **Part 5: Examples of "Best Practice"** *Instructor Led Presentation:*<br>• Data Governance<br>• Standards<br>  o International Standards Organisation (ISO)<br>  o International Hydrographic Organisation (IHO)<br>  o Open Geospatial Consortium (OGC)<br>• Metadata Standards<br>  o MEDIN<br>  o Dublin Core<br>  o UK GEMINI<br>• Metadata Search<br>  o Text<br>  o Spatial | A knowledge of what constitutes " best practice" and available options. |
| 1500 - 1520 | **BREAK** | |
| 1520 - 1620 | **Part 6: BYOD – Bring Your Own Data!** *Interactive Session to Discuss and Debate:*<br>• How your data could fit in<br>• What improvements might be made to your data<br>• How best practice can be achieved<br>• What is hampering progress?<br>• What do we need to do next? | Shared experiences with instructor and other attendees to make real marine data management challenges and to derive opportunities for improvement. |
| 1620 - 1630 | **Closure of Workshop**<br>**END OF TRAINING SESSION** | Agreed "take home" messages |

# Marine Data Management
## AWARENESS COURSE

**4 easy ways to register**

☎ +44 (0)20 7382 2702
📠 +44 (0)20 7382 2667
@ events@imarest.org
🌐 www.imarest.org/events

## PERSONAL INFORMATION

Please print clearly or attach business card – your details may appear incorrectly listed if this part of the form is unclear. *Please photocopy this form for further delegates*

Surname

Title (Prof, Mr, Dipl Ing, Cdr)          Initials

Name for badge

Job title

Organisation/Company

Address

Postcode          Country

Tel          Fax

Mobile

Website

Email

Member ☐ Yes ☐ No   Organisation

☐ **Please send further information on becoming a Member**

## INFORMATION

Registration fees include course materials and catering throughout the day. For recommended accommodation, please contact **events@imarest.org.** Delegates will receive one year's complimentary Affiliate IMarEST membership.

## VENUE

IMarEST HQ, Aldgate House, 33 Aldgate High Street, London, EC3N 1EN

## DISCOUNTS

Discounts are available for group bookings  (4 and above). Please contact the IMarEST Events Departments.

## CANCELLATIONS

Cancellations received more than 21 days before an event will be refunded. Cancellations received less than 21 days before the start of an event will not be refunded. A substitution can be made at no extra charge but please inform us prior to the event.

## COURSE RATES
*(Fees exclude VAT at standard rate)*

| Delegate type: | |
| --- | --- |
| Members: | £350 + VAT ☐ |
| Non member: | £450 + VAT ☐ |
| **Total payable £** | |

## ADDITIONAL REQUIREMENTS

☐ Vegetarian/special dietary meals (please specify)

☐ Access requirements (please specify)

☐ **Data Protection Act 1998**
Please tick this box if you do not wish to receive further information from IMarEST. Your details will not be shared with external or third parties. If you have any questions, please write to the Database Manager, IMarEST, Aldgate House, 33 Aldgate High Street, London EC3N 1EN, UK  Email: events@imarest.org

## PAYMENT

☐ Please invoice  ☐ VAT receipt
☐ Cheque/Eurocheque in Sterling payable to IMarEST
☐ Bank transfer payable to IMarEST
**Barclays Bank, 1 Churchill Place, London E14 5HP  Bank Sort Code 207767 Account Number 70517291  Ref: MDM + delegate surname**
☐ Credit Card (please fill in details below)
The total fee due will be debited in full on receipt of your registration form
☐ Amex ☐ Mastercard  ☐ Visa Credit  ☐ Visa Debit

Card no

Card holder's name

Signature

Expiry date          Start date          Issue no

Security Code ☐☐☐☐ (4 digits for AMEX)

Address at which card is registered