

# DATA GOVERNANCE & MASTER DATA MANAGEMENT - DRAWING THE RIGHT INSIGHTS TO GAIN A COMPETITIVE ADVANTAGE

*"Drawing the Right Insights to Gain a Competitive Advantage"*

## Schedule

Date	Venue	Fees (Face-to-Face)
20 - 22 Oct 2026	Doha, Qatar	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

## Introduction

In the digital economy, data is a critical strategic asset—but without proper governance and quality management, it can become a liability. Organizations must manage their data with the same rigor as other core assets to extract reliable insights, ensure regulatory compliance, and drive competitive advantage.

This 3-day intensive course equips professionals with best practices in data governance and master data management (MDM). Participants will learn to design data policies, implement MDM frameworks, and improve data integrity, consistency, and value across the organization.

## Objectives

By the end of this course, participants will be able to:

- Understand the key principles and value of data governance and MDM
- Design a scalable data governance framework aligned with business strategy
- Implement data ownership, stewardship, and quality control programs
- Establish master data domains and MDM architecture
- Ensure compliance with data-related regulations (GDPR, HIPAA, etc.)

## Why Attend

- Build confidence in business decision-making with high-quality data
- Learn to avoid risks from poor data practices and non-compliance
- Implement cross-functional data stewardship and accountability models
- Enhance data-driven innovation and digital transformation efforts
- Align enterprise data with operational and strategic goals

## Target Audience

This program is designed for:

- Data governance, data quality, and MDM professionals
- Business analysts, IT managers, and database administrators
- Compliance, risk, and data protection officers
- Digital transformation leaders and enterprise architects
- Anyone responsible for managing, protecting, or using organizational data

## Individual Benefits

Key competencies that will be developed include:

- Designing and applying governance policies and standards
- Identifying critical data elements and managing data lineage
- Creating MDM domains (customers, suppliers, assets, etc.)
- Measuring and reporting data quality metrics
- Collaborating across departments for unified data ownership

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved decision-making through consistent, accurate data
- Reduced compliance risks and better regulatory readiness
- Enhanced customer experience and business process efficiency
- Better alignment of IT and business in managing enterprise data
- Sustainable data governance that supports digital initiatives

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Governance frameworks, MDM models, and industry trends
- Case Studies - Lessons learned from real-world data governance projects
- Workshops - Mapping data domains, creating stewardship roles, and assessing data quality
- Peer Exchange - Discussion of implementation challenges and success stories
- Tools - Data policy templates, maturity models, stewardship charters, and dashboards

## Course Outline

### DETAILED 3-DAY COURSE OUTLINE

**Training Hours:** 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Foundations of Data Governance & MDM

- Module 1: Introduction to Data Governance (07:30 – 09:30) • What is data governance and why it matters • Common drivers, benefits, and challenges
- Module 2: Building a Data Governance Framework (09:45 – 11:15) • Principles, policies, roles, and responsibilities
- Module 3: Workshop – Governance Policy Design (11:30 – 01:00) • Draft policies for ownership, quality, and access
- Module 4: Data Stewardship and Accountability (02:00 – 03:30) • Defining and empowering data stewards

#### Day 2: Master Data Management Principles

- Module 1: MDM Concepts and Architecture (07:30 – 09:30) • Types of master data and implementation approaches
- Module 2: Data Modeling and Domain Design (09:45 – 11:15) • Structuring data for customers, products, suppliers, etc.
- Module 3: Workshop – Building an MDM Strategy (11:30 – 01:00) • Define domains, ownership, and integration plans
- Module 4: Technology and Tools for MDM (02:00 – 03:30) • Commercial platforms, APIs, and integration models

#### Day 3: Data Quality, Compliance & Value Realization

- Module 1: Data Quality Management (07:30 – 09:30) • Metrics, root causes of poor data, and cleansing techniques
- Module 2: Regulatory & Risk Considerations (09:45 – 11:15) • GDPR, CCPA, and other compliance implications
- Module 3: Workshop – Data Quality Assessment (11:30 – 01:00) • Identify issues and improvement plans for real data sets
- Module 4: Wrap-Up – Embedding Governance & MDM into Business Culture (02:00 – 03:30) • Roadmap development and continuous improvement

## Certification

Participants will receive a Certificate of Completion in Data Governance & Master Data Management, validating their capability to implement governance frameworks, manage master data, and drive better data value across the enterprise.

## Why Choose MAWA Events

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