

YOU'RE INVITED

Data Playbook Leadership Forum

12 Steps to Improve Data.
One Day to Apply Them.

DATE Tuesday, October 20, 2026

TIME 11:00am-4:00pm ET

FORMAT Virtual

READY TO JOIN? SPOTS ARE LIMITED.

Register for Your Track →

[Data Playbook Leadership Forum Registration](#)

With mounting pressure to deliver results, do you have the **space and structure** to improve how your data function drives value?

Info-Tech's Data Playbook provides that **structure** – a 12-step, road-tested system to improve how your data function delivers value.

Data efforts don't
drive outcomes



A structured way to prioritize
and deliver high-value
initiatives

Ineffective data
processes



A system to modernize and
scale your data capabilities

The Data Playbook Leadership Forum provides that **space** – a one-day virtual session to step back and apply the Data Playbook.

Leave with a prioritized data plan — built during the session.

Data Playbook Leadership Forum

FACILITATOR Reddy Doddipalli, *Senior Technical Counselor*

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Turn your data strategy into measurable business impact.

- Align your data strategy to business outcomes leadership actually cares about.
- Pressure-test your data governance, quality, and analytics roadmap against proven benchmarks.
- Evaluate your AI/ML data readiness and identify the gaps holding you back.
- Decide what data initiatives to start, stop, and scale in 2027.

AGENDA

1

Introductions

30 min

Get to know your peers and share what you hope to get from the Leadership Forum.

2

Your Data Playbook

60 min

Learn the 12 secrets to shifting from Firefighter to Trusted Partner and Innovator.

3

Topics Deep Dive

60 min

Participate in a facilitated discussion on the topics that matter most to you.

LUNCH BREAK

4

Roundtable Discussions

60 min

Share your experiences and discover how the Playbook can guide your journey.

5

Next Steps & Community

15 min

Stay connected with your Playbook Leadership Forum community.

Leave with a prioritized, execution-ready data plan.

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