

**ARMA Swiss Chapter  
General Assembly & Annual Conference  
15th November 2013  
Zurich-Altstetten**

**Challenges in Information Governance**

Location: IBM Switzerland, Zurich-Altstetten  
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**Agenda:**

**Morning (statutory part for members)**

**10.30 – 12.00 General Assembly of the Swiss Chapter of ARMA**

- Agenda according to invitation

**12.00 - 13.15 Quick Lunch (groundfloor)**

## Conference Program Afternoon (public)

The Conference is sponsored by IBM Switzerland AG

- 13.30 Welcome & Introduction**  
– *Jürg Hagmann (President of ARMA Swiss Chapter)*
- 13.40 Information Governance: Influencing human behavior in the use of information**  
– *Prof. Michiel Kooper, University of Amsterdam*
- 14.30 Contribution by IBM – IG Solution approaches**  
– *tbd*
- 15.30 Break coffee**
- 15.45 Use case: Big data governance (EuroGiro Denmark)**  
– *Urs Fischer, ISACA Switzerland*
- 16.15 The Web and YOU - leveraging on Web's Information Architecture for modern Records & Information Management**  
*Jürg Meier, Vice-President ARMA Switzerland*
- 16.40 Wrap-up and closing**
- 17.00 Aperero**

**Registration (free entry afternoon):** go to this link: <http://arma.proxymit.net/>

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## Location

The building is just behind the train station Zurich-Altstetten:

Exit Station through subway

