

Information Governance Conference Set for Portland and Seattle

Information governance solutions provider **Zasio Enterprises** announced its inaugural **2015 Information Governance Conference** (2015IGC), which will comprise two half-day events in two cities: Portland on Nov. 11, and Seattle on Nov. 12.

Hosted by Zasio, together with Stoel Rives and SecurityMetrics, and with sponsorship from the Association of Information and Image Management (AIIM), this complimentary conference is designed to give individuals who manage information a better understanding of:

- *The costs and risks of unmitigated data growth
- *Data compromises, prevention techniques and what to do in the event of a hack
(Note: there will be a live hack demonstration)
- *Using contracts to protect cloud-based information assets to protect the respective interests of both buyers and vendors
- *Best practices for creating proactive, comprehensive, efficient and defensible IG plans
- *How to use IG in the real world – what the concepts look like in action when applied to real organizations with real challenges
- *How to mitigate risk and ensure legal compliance
- *Employing data mapping to identify and track data and mitigate risk

Conference Details: 2015IGC is designed for professionals whose role is to manage or assist in the management and safeguarding of information, such as C-level and executive leadership, general counsels, corporate records managers, records analysts, IT professionals, information security and compliance managers, business analysts, and general business

users. The conference dates for Portland and Seattle are as follows:

Wednesday, November 11, 2015 – Portland
Hilton Portland and Executive Tower
921 SW 6th Ave
7:15 a.m. to 12:00 p.m.

Thursday, November 12, 2015 – Seattle
Westin Seattle
1900 5th Ave.
7:15 a.m. to 12:00 p.m.

Sessions and Speakers

Experts will present on the following topics:

“Making the Case for Information Governance: A Three-Part Exploration” by Soo Kang, General Counsel and Director, Consulting Division, Zasio Enterprises

“Hacking Isn’t Hard, Basic Prevention Isn’t Either – A Live Hack Demo,” by Brandon L. Bastian, Esq., Corporate Counsel, SecurityMetrics and Ben Holt, Attorney, Stoel Rives LLP

“We’ve Been Hacked! What Should We Have Done? What Should We Do?” by Hunter O. Ferguson and Elijah M. Watkins, Attorneys, Stoel Rives LLP

“Managing Information Security Risks in Cloud Agreements,” by Andrea H. Jasinek, Attorney, Stoel Rives LLP

“You Can’t Govern What You Can’t See – A Guide to Real-World Data Mapping,” by Warren Bean, Senior Sales Engineer, Zasio Enterprises

“Applying IG principles to mitigate risk and proactively manage information does not have to be complex or confusing,” said Kevin S. Zasio, CEO and president of Zasio Enterprises. “Our goal in hosting this multi-city conference is to help dispel confusion about what IG is from both a policy and implementation standpoint. Attendees will learn about real-world solutions and have an opportunity to get answers to

their most pressing IG questions.”

Registration: For more information on either event date and to register for this complimentary conference, visit [**http://zasio.com/2015IGC/**](http://zasio.com/2015IGC/).