ARMA InfoCon 2025

**Conference Attendance Benefits Worksheet**

As you propose attending ARMA InfoCon 2025 to your supervisor, an effective way to gain approval is to focus on the specific knowledge you will bring back to your organization as a tangible return on their investment. Emphasize that you will learn new tools, best practices and emerging trends by identifying specific sessions that have particular relevance to your organization’s information governance needs.

Some specific details you may consider include:

* **Session content:** What sessions have relevance to your organization's work?
* **Best practices**: What sessions will immediately benefit your organization?
* **Training**: What sessions will introduce new tools and help your team overcome current or future challenges?

Use this worksheet to help you focus on the benefits of attending ARMA InfoCon 2025. We have included resources and customizable examples below to get you started.

**2025 Conference Theme: Bringing Maturity to Your IG Program**

This year’s theme, Bringing Maturity to Your IG Program, focuses on equipping attendees with the knowledge and strategies to elevate their IG programs from foundational to fully optimized. To help you chart a clear course toward IG maturity, our conference sessions are organized according to the ARMA Information Governance Implementation Model (IGIM v2.0). This industry-leading framework serves as a roadmap for building and enhancing IG programs, offering a structured approach to governance maturity.

InfoCon 2025 will feature sessions led by industry experts, thought leaders, and practitioners covering the following eight key areas of IGIM:

* **Steering Committee** - Strategies for assembling and maintaining a high-functioning IG leadership team.
* **Authorities -** Navigating regulatory requirements, legal mandates, and policy frameworks that impact IG.
* **Supports** - Leveraging training, change management, and advocacy to foster IG adoption.
* **Procedural Framework** - Developing and implementing policies, processes, and controls that form the backbone of a mature IG program.
* **Capabilities** - Enhancing skills, competencies, and tools to optimize IG effectiveness.
* **Information Lifecycle** - Managing information from creation to disposal with security, compliance, and efficiency in mind.
* **Architecture -** Structuring data and technology environments to support IG objectives.
* **Infrastructure** - Establishing the technical foundation necessary to sustain a resilient and scalable IG program.

**2025 Conference Focus Areas:**

* **ARTIFICIAL INTELLIGENCE (AI):** Sessions focused on the rapidly advancing world of Generative AI, deep fakes, how AI can be used to benefit IG efforts, and AI and privacy considerations.
* **CORE CONCEPTS:** Sessions focused on the fundamentals of Information Governance, including records management, information management, document management, content management, data management, data privacy, data security, eDiscovery, etc.
* **DATA & RECORDS MANAGEMENT:** Sessions focused on the intersection of privacy and records management, data maps, data lakes, and the new lifecycle of records, Information Governance for structured data (e.g., Salesforce, SAP, etc.), archival and digital records and considerations for nontraditional records keeping and management.
* **DELIVERING EXCELLENCE IN INFORMATION GOVERNANCE:** Sessions focused on the relationship between the creation, organization, dissemination, and use of information, the use and application of IG implementation models, and the ethical standards and moral codes governing human conduct in society.
* **GROWING THE IG PROFESSION:** Sessions focused on leadership, professional development and advancement for IG professionals and records management practitioners.
* **LEGAL ISSUES IN IG:** Sessions focused on the increasingly complex legal and regulatory issues in the United States relating to cybersecurity and data protection, and cross-border legal and regulatory issues.
* **PRODUCTIVITY PLATFORMS & BUSINESS PROCESS SOLUTIONS:** Sessions focused on best practices and case studies demonstrating successful use with various platforms, including but not limited to: Microsoft Office 365, SharePoint, Microsoft Teams, Co-Pilot, Purview, Azure, and Google. Sessions focused on implementing proper governance with various platforms and cloud computing and cloud computing tools.

**Resources:**

* [Benefits of Attending InfoCon](https://infocon.arma.org/whyattend)
* [Who Should Attend InfoCon](https://infocon.arma.org/whoattend)

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| **Benefits to Your Organization** | **How ARMA InfoCon 2025 Provides Those Benefits** |
| **Networking Benefits** | ARMA InfoCon 2025 will allow meto network with other professionals and vendors across the industry. I will learn about the latest technologies, best practices, and trends in information governance and hear new ideas and resources. |
| **Teambuilding** *(if sending multiple members of your team)* | ARMA InfoCon 2025 will help build our team, providing a forum for team members to discuss tools, technologies, and processes and how we might apply them to improve our processes and workflow. |
| **Current Processes** | Look for sessions that share research into current best practices to help you identify ways to improve what is already in place.  1.  2.  3. |
| **Future Process Exploration** | Look for sessions that share best practices to bring back for consideration that other information governance professionals have found to be effective and beneficial to their stakeholders.  1.  2.  3. |
| **Current Tools & Technologies** | Look for sessions which address current technologies you are using and/or issues you are facing.  1.  2.  3. |
| **Future Tools & Technologies Exploration** | Look for sessions which address emerging trends in information governance.  1.  2.  3. |
| **Vendors with Tools & Technologies You Are Exploring** | Are you in the market for new products or services? Look for exhibitors that are providing solutions your organization may find valuable.  1.  2.  3. |
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|  | 1.  2.  3. |