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8:00 - 8:30 Auditorium	
Registration, Continental Breakfast & Networking with Sponsors	
8:30 - 9:00 Auditorium	
Introduction & Kickoff	
Julee Bellomo; Product & Portfolio Mgt Consultant, Phil Zofrea; Agile Enterprise Consultant, Agile Fellow Dr. Tammy Ferrante, Keiser-U	
9:00 - 9:45 Auditorium	
<b>Discover to Build the New Future!</b> Michelle Royal will cast a vision of personal, corporate and community innovation while demonstrating the essential future skills required for this millennium and beyond.	
	
Michelle Royal is the founder and Chief Innovation Officer of RIDG (Royal Innovation Design Group). She is a self-made speaker, consultant, and entrepreneur, who was raised in the growing Subway franchise empire.	
She is an innovation expert with over 20 years of experience, specializing in using visualization and facilitation to create breakthroughs in state of mind and behavior.	
10:00 - 10:45	
Classroom	Hi-Tech Room
<b>Product Innovation Launch</b> Ready to take your product idea to the next step? If the answer is a resounding Yes!, participate in a robust and interactive conversation with Steve Olinger as he shares real product innovation launch stories that highlight what worked, what didn't, and why. Steve's stories translate 'business development buzzwords' into meaningful business context.  Steven Olinger is currently President of KIK Custom Products' Household and Personal Care Division. Prior to KIK, Steve has held different Sales and Business Management roles at leading Consumer Package Goods (CPG) companies including Procter & Gamble, The Coca-Cola Company, and The Campbell Soup Company. Steve is a current investor in many disrupting	<b>The Product Death Cycle</b> The hardest part of any new product launch is the beginning, when it's not quite working, and you're iterating and molding the experience to fix it. This is the "Product Death Cycle." Is your product in it?  Leon Sabarsky excels at building high performing software development teams for all types of organizations. He is passionate about educating executives to unlock the power of self-organized teams to deliver value to the business rapidly and with high quality.
11:00 - 11:45	
Classroom	Hi-Tech Room
<b>Sourcing &amp; Manufacturing in China</b> Dan Daniels has been importing and exporting products for nearly 3 decades. Learn from Dan's experience sourcing and manufacturing products in China His products include the Jupiter Tech foldable electric bikes as well as craft materials and building supplies.  He has experience in distribution to national retail chains and regional distributors, e-commerce, web and print marketing, retail stores branch management, and franchising and licensing. Founder and President of Daniels Group Companies - Delphi Glass Corp., Diamond Tech International, Lincoln Distributors, Delphi Trading Ltd. China. Dan is the organizer of the Artificial Intelligence, Robotics, Machine Learning Meetup and Entrepreneur in Residence who mentors and advises University of Tampa students and startup businesses.	<b>The 8 Success Factors of a Product Launch Business</b> Mark Katz will share his experience in identifying the common factors of business success and show you how to apply these factors to Master Your Business.  The ideal attendee is a business owner, manager, or advisor who wishes to launch a new product business or grow an existing product business using a proven set of indicators that determine the likelihood of success.  Keynote presenter and nationally renowned business consultant, Mark Katz, M David Katz Company, brings 29 years of consulting with emerging businesses, as well as Fortune 100 companies, such as Merck & Co., The Baltimore Orioles, JFK Airport, and the National Institute of Health.

12:00 - 1:00 Auditorium	
<b>Lunch</b> Join a facilitated conversation at the tables around Product Management and Marketing Topics. Look for a topic that interests you to join in or just listen!	
1:00 - 1:45 Auditorium	
<b>Wired for Empathy</b> We, as human beings, are innately creatures of empathy. However, when we show up for work, somehow we leave that most defining element of our humanity at home. We act in a way that says "It's not personal, it's just business". But what if we turned that around? What if it was personal? Chris introduces some guidance, some tools, some practices that help us fine tune our empathy engines. And once that empathy engine is supercharged, you'll stop thinking ABOUT your customers and start thinking LIKE your customers.	Chris Spagnuolo, Product Guru and founder of Edgemonitor. Chris is a product management and innovation consultant who works with organizations of all sizes to deeply understand their portfolio and product challenges and help them design opportunities to improve.  Chris has led cross-functional, collaborative, agile product teams at organizations of all sizes and successfully founded three startups.
	
2:00 - 2:45	
Classroom - this session ends at 3:45	Hi-Tech Room
<b>Hands-On Design Thinking Workshop</b> No Previous Design Experience Necessary! This fun and exciting hands-on workshop will introduce you to the basics of Design Thinking and human-centered problem solving. This fast-paced 90-minute project will have show participants how design thinking can be used by product people to solve customer problems. We'll provide all of the information and materials you need to be successful.  Chris Spagnuolo and Julee Bellomo This session highlights Edgemonitor's approach: systems thinking, a holistic perspective, dialogic principles to embrace diversity and group wisdom, shared meaning, shared leadership, leveraged diversity, business agility, and "sense and respond" systems.	<b>Balance Features with Funds</b> In an ideal world we would have unlimited budgets to apply cool technologies to solve high impact problems with the most talented people in the world. In our world we don't. This session identifies the keys to creating amazing products while balancing the natural pressures features functions.  Don Wilson currently leads agile delivery of mobile applications and data products in the Washington DC area. His specialties are mobile application planning and delivery, big data strategy, and digital strategy.
3:00 - 3:45	
Hi-Tech Room	
<b>Go on a journey with a serial entrepreneur.</b> Being an Entrepreneur is a wonderful thing, but it can be risky business.  Join Robert Smithson to hear him share his experience as an inventor, a serial entrepreneur, and holder of several patents. Robert's journey has reaped reward as well as virtual bankruptcy, but he has always believed that the entrepreneur in his blood would steer him in the right direction. His open story is about the path he has taken in pursuing his dream about the next big thing; maybe his two latest patented creations will get him there.	Having left school at the age of 14 with no academic awards to his name, Robert Smithson has always been considered by many to be a serial entrepreneur.  He traveled across the Atlantic on a one way ticket 30 years ago to set up Trinity Graphic, a packaging graphics company, and has since then owned 6 companies in various industries, ranging from Digital Printing, a Pelvic pain device and Vodka.
4:00 - 4:30 Auditorium	
Closing Comments	