

	ROOM A	ROOM B	ROOM C
8:30 - 8:50	OPENING REMARKS - *AUDITORIUM*		
8:50 - 9:50	KEYNOTE WITH VINNY TAFURO AND TONY SELVAGGIO - *AUDITORIUM*		
10:00 - 10:50	PRACTICAL RESEARCH METHODS BETH GALAMBOS & ROB VANASCO Learn about easy methods of practical user research that can get us in touch with our users and drive our product strategy in the right direction.	UNDERSTANDING DIGITAL MARKETING DAVID ROOKS This talk will focus on removing the mystery of digital and social media marketing through the explanation of current industry concepts and platforms. Using simplified terms, intricate ideas will transform into clarified and easily-understood summaries that can ultimately push a business forward.	VALIDATING ASSUMPTIONS WITH PROTOTYPING -1 LEON SABARSKY Ever build something nobody wanted? Ever get feedback too late? Rapid Prototyping can help! This is a hands-on workshop to learn to validate your hypothesis before investing in development.
11:00 -1:50	DELEGATION POKER PHIL ZOFREA A fun interactive session where we will arm you with a technique for delegation in and across teams and organizations.	HOW TO CREATE POWERFUL VISUAL PITCHES CAVI VELASQUEZ Pitch Deck Don'ts and Pitch Deck Do's. In this session, Cavi will help participants identify challenges in creating an effective presentation, qualities of a good visual presentation, and the truth behind the presentations. This is an interactive PowerPoint session - bring your laptop!	VALIDATING ASSUMPTIONS WITH PROTOTYPING - PART 2 LEON SABARSKY In Part 2 of this session, Leon will continue with the workshop.
12:00 - 1:00	LUNCH - *AUDITORIUM*		
1:00 - 1:50	DO WE NEED TO BE A PILOT, OR A GARDENER TODAY? ADAM J. KELLER This session will cover managing stakeholders, efficiencies in requirements gathering/story authoring, and how to keep the team playing at the right elevation.	VIRTUAL REALITY: PRODUCT DESIGN CHALLENGES & SOLUTIONS BRENDAN CICCONE & SHANNON BAILEY Challenges they faced and the solutions they discovered concerning design, prototyping, research, and marketing Immertec. Their company provides real-time VR training software for medical device companies.	DESIGN THINKING: A METHOD FOR USER FOCUSED PROBLEM SOLVING NICHELLE JERIDO A successful product is one that customers love, clients are proud to launch and product teams are excited to build. Nichelle provides an interactive, hands-on workshop to introduce us to design thinking and provide tips on how to utilize it in our daily roles.
2:00 - 2:50	TAKE THE HELM OF YOUR TECHNICAL DEBT SARA MACQUEEN Do you have a technical debt strategy? Join this session to start taking control of your technical debt!	BUILDING THE RIGHT PRODUCT (AND THE TEAM TO SUPPORT IT) EMILY LAUX & TODD FULMINO Taking a new product to the market is tough. Join the team at Mad Mobile as they discuss how they entered the market with Concierge and learned some important lessons along the way.	TRANSFORM THE FUTURE! FIND YOUR GAME CHANGERS VERONICA STEWART Game Changers are individuals who ensure businesses do more than just survive; they have the unique ability to see around corners in ways most of us cannot. How do we find them? The search is on - for sustainable growth and success.
2:50 - 3:10	COFFEE & SNACK BREAK - *AUDITORIUM*		
3:10 - 4:00	LEAN COFFEE WITH BIG FISH - *AUDITORIUM* SARA MACQUEEN & DON THOMPSON Participants gather into small groups, create a list of discussion topics and begin discussing their product issues. This session will be facilitated by product experts from Big Fish.	SELF PUBLISHING BRENDA ZOFREA You know you have knowledge or a story to share...a great book just waiting to be published! The owner of Let's-B-Safe will share how she turned her passion into profits by self-publishing and how you can too!	TAMPA BAY DIGITAL THINK TANK NEIL COSENTINO From The Florida Institute for Entrepreneurship [FIFE] a think tank for entrepreneurs - We want to support your projects or startups! Join the think tank [no fees] and/or join the InternetSociety.org. There are no costs - you will be joining a global iT community.
4:10 - 4:30	CLOSING REMARKS AND SPONSOR RAFFLES - *AUDITORIUM*		