

All-Star Reunion

September 6-8, 2017

Hilton Anatole | Dallas, TX



ANNUAL
**GATHERING
OF GAMES**
CONFERENCE

*One of Forbes Magazine's 2017
"Can't Miss Conferences for
Entrepreneurs"*

25TH ANNIVERSARY

Presented by

the
Great Game
of
Business[®]

The Gathering of Games

is the only conference where the open-book community comes together from around the world to learn, share, and celebrate the principles and practices of The Great Game of Business and open-book management.

Hundreds of open-book practitioners attend this conference every year to help introduce new employees to OBM, re-energize current employees with new ideas, learn innovative best-practices & connect with other OBM practitioners.

**What Can You Expect at the
25th Annual Gathering of Games?**

- Practitioner-led conference & best practices in OBM
- Lessons from the field and networking with like-minded professionals
- Keynotes from Jack Stack (the "father of open-book management") and Jackie Freiberg (best-selling author of *NUTS! Southwest Airlines' Crazy Recipe for Business and Personal Success* and *CAUSE! A Business Strategy for Standing Out in a Sea of Sameness*)
- 54 educational sessions led by over 100 practitioners, Great Game coaches and management experts
- Continuing education credits available for accounting and human resource professionals

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The 25th Annual Gathering of Games September 6-8, 2017 Hilton Anatole | Dallas, TX

From Past Attendees...

It was the most valuable three days of my life.
Moncrieff Construction

It's the most personally and professionally motivating experience I've ever had.
Club Waka

I feel so engaged and challenged to go back to the workplace and up The Game with my co-workers.
bopi

Love the idea sharing and opportunity to connect with others who are growing the GGOB.
Cogent

This is the epicenter of the open-book community.
Rethink Restaurants

It was one of the most interactive conferences I've attended. Great to be surrounded by like-minded businesses!
Red Frog Events

The best way to learn to play is from the people playing. This conference lets you learn from the players.
Superior Bowen Asphalt



openbookconference.com

Registration Cost

CONFERENCE REGISTRATION

Thursday, September 7th & Friday, September 8th, 2017

(1-3 attendees) \$1075
(4+ attendees)..... \$1025

PLUS SAVE \$100 per person with the early bird discount through July 12th.

Optional Pre-Conference Events

WEDNESDAY, SEPTEMBER 6TH

Half-Day Workshops | 1-5 pm \$235
Full-Day Workshops | 8 am-5 pm \$570
Workshop for Experienced
Players Only | 1-4 pm \$375
Sponsored Workshops | 4-5 pm \$0
Networking Reception at
Crashed Toys | 6:30-9:30 pm \$175
(includes buffet, open bar, entertainment and transportation)



Pre-Conference Workshops

Wednesday, September 6th

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Sponsored Workshops

ESOP OVERVIEW

Rick Rose, Menke & Associates

An Employee Stock Ownership plan can provide a variety of benefits for a company, including corporate tax savings, an owner liquidation strategy, and employee retirement benefits. Join Rick Rose from Menke & Associates, the nation's premier ESOP advisors, to find out if an ESOP might be right for your business.

GETTING STARTED ROUNDTABLE

Patrick Carpenter, The Great Game of Business

Join us to learn how you can get started, and to review an "All-Star" caliber implementation process. Top open-book practitioners have proven - there is no quicker, more effective way to achieve Rapid Financial Results and Lasting Cultural Change than by understanding and leveraging the expertise and tools The Great Game of Business can provide.

For Experienced Players Only

1:00 - 4:00pm

TAKING THE GAME TO THE NEXT LEVEL

Jack Stack, SRC Holdings Corp. & Best-Selling Author

Bo Burlingham, Forbes & Best-Selling Author

If you've been practicing open-book management for more than a year or two, chances are you've reached - or are about to reach - a plateau. Companies tend to hit it in the second or third year, and it comes on the heels, not of failure, but success. Maybe you've used games to eliminate some weaknesses. Maybe you've had luck with a company-wide bonus plan. Maybe you've improved your Critical Number(s) just by keeping score. One way or another, you've introduced the concept. You've generated some momentum. You've begun to see real changes in people. The question is, where do you go next?

In this session, you'll find out where you stand in the open-book journey, what you have to look forward to, and how to tackle the particular challenges you are facing. In addition to expert advice for your specific trials, you'll also be a part of in-depth discussions focused on addressing other companies' issues, giving you insights that will better prepare you for the future.

openbookconference.com



Full-Day Pre-Conference Workshops

Wednesday, September 6th, 2017

8:00 am - 5:00 pm | \$570 per person

(Breakfast and lunch are included)

Half-Day Pre-Conference Workshops

Wednesday, September 6th, 2017

1:00 - 5:00 pm | \$235 per person

THE GAME OVERVIEW

Donna Coppock, The Great Game of Business

A full-day overview of the philosophy, fundamentals and processes of The Great Game of Business, as well as detailed information that you can use to immediately educate and motivate your team. This workshop is ideal for first-time Gathering of Games attendees or attendees who have never attended The Great Game Experience seminar.

GAME-WINNING STRATEGIC PLANNING WORKSHOP

Rich Armstrong, The Great Game of Business & Matt Burtin, SRC Logistics

Most business failures are planning failures. Even if your team is talented and works well together, it's tough to win at any game without a well-communicated strategy - an informed, research-based approach to reaching the stated objective. When that strategy is created with broad participation, it creates a level of commitment and alignment that just can't be matched.

In this pre-conference session, you'll learn about and experience some of the tools the Great Game of Business uses to help companies transform their planning process from an annual, time-consuming ritual to a highly informative, educational journey that involves everyone in the organization.

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DOES LEADERSHIP MATTER?

Rick Robinson, Ramsee Consulting Group

Most leaders and business owners ascend to their positions because of a technical skill, but few naturally excel in all aspects of leadership without intentionally working on them. In this highly interactive session, participants will explore the importance of leadership in organizations, unpacking the three key roles of a leader. The workshop will also help participants determine if they have the right people in their organization, and if those people are in the right positions.

PRACTITIONER VISIT: YEAR ONE IN A PROFESSIONAL SERVICES FIRM

Mike Rose, Mojo Media Labs & Nikole Rose, Mojo Media Labs

Mojo Media Labs, a Dallas-based inbound sales and marketing communications agency, has taken their values and culture to the next level through the implementation of open-book management and The Great Game of Business. In this on-site visit to Mojo's open-concept offices, participants will see the Game in action with a novice GGOB practitioner. The tour will include a demonstration of Mojo's core values in 3D, an explanation of their SCRUM system (agile client project management for a professional services firm), details of their internship/mentorship program, and an outline of their novel career development track.

THE NUMBERS AREN'T THE MOST IMPORTANT THING, THEY'RE EVERYTHING!

Matt Garrett, TGG Accounting

In this highly interactive presentation, Matt Garrett reveals the simple beauty of numbers. He takes key financial benchmarks and simplifies them so that any business owner can gain freedom and peace of mind by managing through the numbers. Matt brings to life seemingly boring topics like: forecasting, the Triple Bottom Line, accounting fraud, and gross margins.

GREAT GAME FOR SOCIAL SECTORS

Katie Davis, Dream Big Consulting & Great Game Coach

Do you want to learn more about playing the Great Game within a nonprofit or civic organization you are involved with in order to see them succeed? The Great Game for Social Sectors was created to help public and nonprofit organizations adapt the proven principles of open-book management to a world in which "profit" is considered a dirty word. Because although social sector organizations operate differently than private businesses, the same concepts found within the Great Game can be applied.



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NETWORKING RECEPTION

Wednesday, September 6th
6:30 - 9:30 pm



openbookconference.com

**Join us for LIVE karaoke, a texas buffet
and open bar at Crashed Toys!**

Always a hit of the conference, you won't want to miss our one-of-a-kind networking reception! This year we head to CrashedToys, an industrial design indoor/outdoor venue, which is sure to make an impression!

- Indulge with an all-you-can-eat Texas buffet, an open bar and s'mores roasted over an open fire
- Take the stage with "Live 80s" live karaoke band
- Try your cowboy skills on the mechanical bull, or just enjoy the food, company and entertainment while playing a game of pool or giant Jenga

Recommended for: people who like to eat, drink, have fun and meet new people in a relaxed, yet exciting, environment; anyone wanting to get a jump start on networking with the coolest conference crowd around (*really - our participants are about as fun as they come*)

**Pre-registration for this event is required for an additional fee (\$175).
Transportation, food, beverage and activities included.**

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POWERSPORTS • EXOTICS • RVs • BOATS

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