

AGENDA

DAY 1: WEDNESDAY, MAY 15

11:00-12:00 PM Arrival & Registration

12:00-1:00 PM Lunch Available

1:00-1:20 PM **Welcome & Introduction**
Chris Sugden & Christopher Clark

1:20-1:45 PM **Profile of Tier 1 Company**
Ryan Ziegler & Tom Vander Schaaff

1:45-2:45 PM **Implementing a KPI Organization**
Jim Szafranski, Prezi

2:45-3:00 PM **An Exceptional Executive
& Compensation Bands**
Sean Walker, Bowdoin Group

3:00-3:20 PM Break

3:20-3:35 PM **Supporting a KPI Organization**
John Lanza, RSM US LLP

3:35-5:00 PM **Lessons Learned from Cvent CEO**
Reggie Aggarwal, Cvent

5:00-5:50 PM Break

5:50 PM Shuttle Service Provided
PROMPT
in *The Hay-Adams Lobby*

6:30-9:30 PM Welcome Reception & Dinner
at *The John F. Kennedy Center
for the Performing Arts*
Reception Attire: Business Casual

AGENDA

DAY 2: THURSDAY, MAY 16

7:00-8:00 AM Breakfast at *Top of the Hay*

8:00-8:15 AM Recap Day 1
Daniel Herscovici & David Nevas

8:15 - 9:45 AM **The Negotiation Game**
Robert Bontempo,
Columbia Business School

9:45-10:05 AM Break

10:05-11:50 AM **Psychology of Persuasion
& Social Styles**
Robert Bontempo,
Columbia Business School

11:50-12:00 PM **Capital Formation & Exit Planning**
Andrew Gilbert, DLA Piper

12:00-1:00 PM Lunch

1:00-1:30 PM **Negotiation Wrap-up**
Robert Bontempo,
Columbia Business School

1:30-2:50 PM **Keynote Speech by Molly Fletcher**

2:50-3:10 PM Break

3:10-4:45 PM **Pricing for Growth**
Z. John Zhang, The Wharton School

4:45-5:00 PM **Negotiate A Deal & Wrap-Up**
Brad Ellis, Stifel Bank

5:00-6:15 PM Break

6:15 PM Shuttle Service Provided
PROMPT
in *The Hay-Adams* Lobby

7:00 PM Networking Reception & Dinner
at the *International Spy Museum*

Reception Attire: Business Casual

DAY 3: FRIDAY, MAY 17

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| 7:30–8:30 AM | Breakfast Available
at <i>Top of the Hay</i> | 10:00–10:15 AM | Break |
| 8:30–8:45 AM | Recap from Day 2
<i>Daniel Herscovici & David Nevas</i> | 10:15–11:10 AM | Part 2: Growth, Cash & Valuation
<i>Michael R. Roberts,
The Wharton School</i> |
| 8:45–9:00 AM | Why Venture Debt?
<i>Kevin Urban, Comerica</i> | 11:10–11:30 AM | Wrap-up & Closing
<i>Chris Sugden & Ryan Ziegler</i> |
| 9:00–10:00 AM | Growth, Cash & Valuation
<i>Michael R. Roberts,
The Wharton School</i> | 11:30 AM | Optional Lunch |