



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 <i>Chris Sugden & Christopher Clark</i>
1:20-1:45 PM	Profile of Tier 1 Company <i>Ryan Ziegler & Tom Vander Schaaff</i>
1:45-2:45 PM	Implementing a KPI Organization <i>Jim Szafranski, Prezi</i>
2:45-3:00 PM	An Exceptional Executive & Compensation Bands <i>Sean Walker, Bowdoin Group</i>
3:20-3:35 PM	Supporting a KPI Organization <i>John Lanza, RSM US LLP</i>
3:35-5:00 PM	Lessons Learned from Cvent CEO <i>Reggie Aggarwal, Cvent</i>
5:00-5:50 PM	Break
5:50 PM <i>PROMPT</i>	Shuttle Service Provided in <i>The Hay-Adams</i> Lobby
6:30-9:30 PM	Welcome Reception & Dinner at <i>The John F. Kennedy Center for the Performing Arts</i> <i>Reception Attire: Business Casual</i>

DAY 2: THURSDAY, MAY 16

7:00-8:00 AM	Breakfast at <i>Top of the Hay</i>
8:00-8:15 AM	Recap Day 1 <i>Daniel Herscovici & David Nevas</i>
8:15 - 9:45 AM	The Negotiation Game <i>Robert Bontempo, Columbia Business School</i>
9:45-10:05 AM	Break

10:05-11:50 AM	Psychology of Persuasion & Social Styles <i>Robert Bontempo, Columbia Business School</i>
11:50-12:00 PM	Capital Formation & Exit Planning <i>Andrew Gilbert, DLA Piper</i>
12:00-1:00 PM	Lunch
1:00-1:30 PM	Negotiation Wrap-up <i>Robert Bontempo, Columbia Business School</i>
1:30-2:50 PM	Keynote Speech by Molly Fletcher
2:50-3:10 PM	Break
3:10-4:45 PM	Pricing for Growth <i>Z. John Zhang, The Wharton School</i>
4:45-5:00 PM	Negotiate A Deal & Wrap-Up <i>Brad Ellis, Stifel Bank</i>
5:00-6:15 PM	Break
6:15 PM <i>PROMPT</i>	Shuttle Service Provided in <i>The Hay-Adams</i> Lobby
7:00 PM	Networking Reception & Dinner at the <i>International Spy Museum</i> <i>Reception Attire: Business Casual</i>

DAY 3: FRIDAY, MAY 17

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