

Event Agenda

Day 1 - Tuesday, May 5th

7:30-9:00 AM	REGISTRATION
8:30 AM	THEATER DOORS OPEN
9:00-10:30 AM	PAUL SAFFO
10:30-11:00 AM	COFFEE BREAK
11:00-12:30 PM	C. K. PRAHALAD
12:30-2:00 PM	BREAK
2:00-2:45 PM	CASE: CAMP BIZSMART LED BY PADMASREE WARRIOR
2:45-3:20 PM	CASE: THE DRUMMER LED BY BILL BLOCK
3:20-3:35 PM	CASE: GLAXOSMITHKLINE LED BY DONNA J. STURGESS
3:35-4:00 PM	COFFEE BREAK
4:00-5:30 PM	VIJAY GOVINDARAJAN

Day 2 - Wednesday, May 6th

8:30 AM	THEATER DOORS OPEN
9:00-10:30 AM	CLAYTON CHRISTENSEN
10:30-11:00 AM	COFFEE BREAK
11:00-11:20 AM	CASE: 23ANDME LED BY LINDA AVEY
11:20-12:30 PM	CLAYTON CHRISTENSEN
12:30-2:00 PM	BREAK
2:00-2:45 PM	CASE: THE T5 EXPERIENCE LED BY RICK BLATSTEIN
2:45-3:30 PM	FRED KRUPP
3:30-4:00 PM	COFFEE BREAK
4:00-5:30 PM	DAN ARIELY

EXHIBITORS

INTERACT WITH OUR PARTNERS

We are proud to announce that the following industry leaders are providing destinations and interactive experiences throughout the theater:



ENTRY & REGISTRATION

These simple steps will get you through our new cleaner, greener registration process:

- 1- Print copy of e-ticket
- 2- Scan your e-ticket and present a photo ID at the Nokia Theatre between 7:30 and 9:00 am on May 5
- 3- Receive your personalized forum badge
- 4- Proceed downstairs to the auditorium and, beginning at 8:30 am, choose your seat

OTHER INFO

COAT & BAG CHECK will be available at the Nokia Theatre.

DRESS CODE for the event is business casual.

GETTING TO THE NOKIA THEATRE IS EASY It is within walking distance of Port Authority, Penn Station and Grand Central Station. Additionally, the venue is accessible from the 42nd Street Times Square stop off the N,Q,R,S,W,1,2,3,7,9 subway lines. Please refer to mta.info/nyct for schedules. By taxi, it is located just off of the corner of 7th Ave and 44th Street.

FOR ADDITIONAL INFORMATION be sure to visit hsmglobal.com/us/wif/faq

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