

AGENDA

Infinite Innovation *for*
Exponential Growth

Wednesday, Feb 12

- 5:30 pm Shuttle from downtown San Francisco to Half Moon Bay
- 7:30 pm **Welcome Reception** with drinks and eats
- 9:30 pm Shuttle back to San Francisco

Thursday, Feb 13

- 7:30 am Shuttle departs downtown San Francisco for Half Moon Bay
- 8:30 am Breakfast
- 9:00 am **Introduction** - Aaron Goldman, CMO, Kenshoo
- 9:15 am **Keynote: "Unleashing your MacGyver Instinct"** - Navi Radjou, author *Jugaad Innovation*
- 10:00 am Break
- 10:15 am **Creating a Culture of Innovation** - Yoav Izhar-Prato, CEO, Kenshoo
- 10:45 am **Keynote: "Using Models to Ask the Right Questions"** - Doug Stone, SVP Innovation, Maddock Douglas
- 11:30 am Lunch
- 12:30 pm **Kenshoo Product Innovation** - Will Martin-Gill, SVP Product, Kenshoo
Fiona Gill, VP, Client Excellence, Kenshoo
- 1:30 pm **Breakouts, Brainstorms, and Marshmallows, oh my!**
Table rotations designed around peer-to-peer discussion and group activity
- 3:15 pm **Presentation: Industry Trends** - Jordan Rohan, Managing Director, Internet and Digital Media Research, Stifel Nicolaus
- 4:00 pm Break
- 4:15 pm **Game Show: The Bid Price is Right** with audience participation
- 5:15 pm **Closing remarks** - Ted Krantz, SVP Revenue, Kenshoo
- 5:30 pm **Innovation Lab** with Happy Hour and Hors Devours
- 7:00 pm Dinner
- 10:00 pm - Midnight Shuttles back to the city

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