

SPECTRUM

2018 Schedule

Monday, April 16 th	
1:00 - 5:00 pm	Hands-on Training (Pre-registration Required) Topic Coming Soon
Noon - 5:00 pm	Registration Open
5:30 - 7:00 pm	EMBASSY SUITES Hosted Reception
7:00 - 9:00 pm	Opening Event and Dinner – Embassy Suites

Tuesday, April 17 th		
8:00 - 8:30 am	Registration Open	
8:30 - 10:00 am	Opening Session	
10:00 - 10:15 am	RESOURCE ROOM BREAK	
10:15 - 11:00 am	Prism Software Suite Roadmap – Our Modernization Strategy	
11:00 -11:15 am	Resource Room Break	
11:15 - 12:00 pm	Driving Site Traffic w/ eCom Marketing	Bring Agile Thinking to your Campus
12:00 - 1:00 pm	Lunch Break	
1:00 - 1:45 pm	College Store Design for the Future	Technology Support – What's Next
1:45 - 2:15 pm	Resource Room Break	
2:15 - 3:00 pm	Inclusive Access and NBC	Cloud Technology for your Campus
3:15 - 4:00 pm	Succession Planning 2.0	Stump the Experts
4:00 - 4:15	Resource Room Break	
4:15 - 5:00 pm	Data Driven Decisions with PrismInsight	
5:30 - 7:00 pm	EMBASSY SUITES Hosted Reception	
7:00 - 9:00 pm	Small Group Dinners	

Wednesday April 18 th		
8:30 - 9:30 am	Keynote: Clint! Runge – Managing Director, Arch Rival Consumerism and the Gen Z Buyer	
9:30 - 10:00 am	RESOURCE ROOM BREAK	
10:00 - 10:45 am	New Order Portal & Market Sourcing	Innovation & Idea Testing into Practice
10:45 - 11:00 am	Resource Room Break	
11:00 - 11:45 am	Maximizing Course Material Strategy	Using PrismWeb to Drive Promotion
11:45 - 1:00 pm	Lunch Break	
1:00 - 2:30 pm	Student and Store Panels	
2:30-3:00 pm	Resource Room Break	
2:45 - 3:30 pm	Adapt of Face Extinction	PrismMobile Use Cases
3:30 - 3:45 pm	Resource Room Break	
3:45 - 4:30 pm	Reinvent your Story	The Campus-wide Experience
4:30 - 5:00 pm	Closing Session	
5:30 - 7:00 pm	Embassy Suites Hosted Reception	
7:00 - 10:00 pm	Closing Event– Rococo Theatre	

Thursday, April 19 th	
9:00 am - Noon	Hands-on Training (Pre-registration Required) Topic Coming Soon