



NBC SPECTRUM SCHEDULE

DAY 1 - Monday, April 16

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| 12:00 pm – 5:00 pm | Registration Open |
| 1:30 pm – 5:00 pm | Hands-on Training: PrismCore™ ICS - Understanding Stock Ledger |
| 5:30 pm – 7:00 pm | Happy Hour - Embassy Suites |
| 7:00 pm – 9:00 pm | Opening Dinner/Reception - Embassy Suites |

DAY 2 - Tuesday, April 17

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| 8:00 am – 8:30 am | Registration Open | |
| 8:30 am – 10:00 am | Opening Session | |
| 10:15 am – 11:00 am | The PrismRBS Modernization Road Map | |
| 11:15 am – Noon | Drive Site Traffic with eCommerce Marketing <i>featuring Missy Pooch, University of Northern Iowa</i> | Bring Agile Thinking To Your Campus |
| Noon – 1:00 pm | Lunch Break | |
| 1:00 pm – 1:45 pm | College Store Design For The Future | Inclusive Access & Digital - Verba/VitalSource |
| 1:45 pm – 2:15 pm | Resource Room Break | |
| 2:15 pm – 3:00 pm | Campus Data To Drive Student Success | Inclusive Access & Digital - Redshelf |
| 3:15 pm – 4:00 pm | What the heck just happened? <i>Managing Critical Conversations in the Workplace</i> | Stump the Experts |
| 4:15 pm – 5:00 pm | Data Driven Decisions with PrismInsight™ <i>featuring Janet Huebner from Wartburg College & Lorelle Davies from Pikes Peak Community College</i> | |
| 5:30 pm – 7:00 pm | Happy Hour - Embassy Suites | |
| 7:00 pm – 9:00 pm | Regional Dinners, Hosted by Sales Leaders and Territory Managers | |

DAY 3 - Wednesday, April 18

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| 8:30 am – 9:30 am | ***KEYNOTE*** Clint! Runge, Managing Director at Archival - Consumerism and the Gen Z Buyer | |
| 9:30 am – 10:00 am | Resource Room Break | |
| 10:00 am – 10:45 am | NEW! Ordering Portal & Marketplace Sourcing | Putting Innovation & Idea Testing Into Practice |
| 11:00 am – 11:45 am | Maximize Your Course Material Strategy | Using PrismWeb™ & Marketing Tactics to Drive eCommerce Sales <i>featuring Vicki Marvel, Alvin Community College</i> |
| 11:45 am – 1:00 pm | Lunch Break | |
| 1:00 pm – 2:30 pm | Student and Customer Panels | |
| 2:30 pm – 3:00 pm | Resource Room Break | |
| 3:00 pm – 3:45 pm | Adapt or Face Extinction— Best Practices for Improvement | PrismMobile™ in Action <i>featuring Terrance Cahill, SUNY College at Courtland</i> |
| 4:00 pm – 4:45 pm | Spot the Fake - Counterfeit 101 | The Campus-Wide Experience |
| 4:45 pm – 5:15 pm | Closing Session | |
| 5:30 pm – 6:30 pm | Happy Hour - Embassy Suites | |
| 6:30 pm – 9:00 pm | Closing Party - Rococo Theatre (140 N. 13 th Street, Lincoln) | |

DAY 4 - Thursday, April 19

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| 8:30 am – Noon | Hands-on Training: PrismCore™ ICS - Basic Report Generator |
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| KEY | All Attendees | PrismRBS | Course Materials Management |
| | General Session | Services | Break/Social Event |