

SPAC 2013 SCHEDULE OF EVENTS

WEDNESDAY, OCTOBER 2, 2013

	Times	Main Ballroom (C/D)		Breakout Room (A/B)	
		Topic	Speaker	Topic	Speaker
Registration and Breakfast	7:00 – 8:00 <i>(60 min)</i>				
Intro/Opening	8:00 – 8:15 <i>(15 min)</i>	Welcome and Door Prizes	Conference Co-Chairs		
Keynote Speaker	8:15 – 8:45 <i>(30 min)</i>	Things I Learned on Purpose When I Became a Proposal Manager By Accident	Robin Ritchey		
Break	8:45 – 9:00 <i>(15 min)</i>				
Session 1	9:00 – 9:50 <i>(50 min)</i>	1. Getting Unstuck: How to Remain Relevant as a Proposal Professional	Betsy Blakney	2. Modernize your Capture Capability: Designing and Constructing a Center for Excellence for Capture	Geren Williams
Break	9:50 – 10:05 <i>(15 min)</i>				
Session 2	10:05 – 10:55 <i>(50 min)</i>	3. Proposals as a Profession (a Proposal Professional's Perspective)	BJ Lownie	4. Bold Trends in Capture and Proposal Management	Bob Lohfeld
Break	10:55 – 11:10 <i>(15 min)</i>				
Session 3	11:10 – 12:00 <i>(50 min)</i>	5. Destination 3.0: Applying Repeatable and Defined BD practices	Ginny Carson	6. Guiding the Procurement After RFP (or Draft RFP) Release with Crafty Questions	Frank Russo
Lunch in International B&C / Exhibitors in The Overlook	12:00 – 1:10 <i>(1 hour, 10 min)</i>	Lunch			
Afternoon Intro	1:10 – 1:30 <i>(20 min)</i>	Platinum Sponsor Showcase Gather Back/Announcements and Door Prizes	Conference Co-Chairs		
Session 4	1:30 – 2:20 <i>(50 min)</i>	7. Stop Writing Descriptively—Instead, Write Persuasively!	Robin Ritchey	8. Solutioneering	Robert Katz
Break	2:20 – 2:50 <i>(30 min)</i>	Visit Exhibitors			
Session 5	2:50 – 3:40 <i>(50 min)</i>	9. Seller Beware!	Brad Douglas	10. Make Marketing Matter: BD Marketing Secrets Revealed	Mike Parkinson
Break	3:40 – 3:55 <i>(15 min)</i>				
Session 6	3:55 – 4:45 <i>(50 min)</i>	11. Proposal Lessons from a Preschooler	Lisa Horst	12. Proposal Reviews: Let's Think Outside the Box	Lisa Pafe
Closing	4:45 – 5:00 <i>(15 min)</i>	Wrap up and Last Door Prizes			