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| <b>9:00</b>  | Doors Open: Registration and Breakfast  |
| <b>10:00</b> | INTRO: Welcome to Opus! - <b>Dan Khabie</b>   |
| <b>10:05</b> | WELCOME: You're Innovating in All the Wrong Places - <b>Tony Markovski</b>  |
| <b>10:20</b> | KEYNOTE: The Secrets of Making Profits with Purpose - <b>Brett Hurt</b>   |
| <b>10:50</b> | TALK: How to Be a Future Focused Brand - <b>Lucie Greene</b>  |
| <b>11:10</b> | TALK: How to Build a Maker Business - <b>Matt Webb</b>  |
| <b>11:20</b> | Coffee Break & Product Demos  |
| <b>11:50</b> | PANEL: Innovate Your Business: Insights, Tactics & Tales from the Trenches - <b>Mark Newcomer</b>                     |
| <b>12:35</b> | TALK: Shooting for the Stars - <b>Emily Church</b>  |
| <b>12:55</b> | TALK: Storylistening as an Agent of (r)evolution - <b>Mark Lovett</b>   |
| <b>1:10</b>  | Lunch Break & Product Demos   |
| <b>2:15</b>  | SPONSOR TALK: The Right Stuff: What It Takes to Align Product and Marketing<br><b>Lynne Capozzi &amp; Chris Stone</b> |
| <b>2:40</b>  | TALK: Solving Human Problems with AI - <b>Jamie McLellan</b>  |
| <b>3:00</b>  | KEYNOTE: Underwear, Clocks, and Companies: How to Change when you Must - <b>Bree Groff</b>                            |
| <b>3:30</b>  | Coffee Break, Product Demos & Ionls   |
| <b>4:00</b>  | TALK: It's Personal - How Chatbots, Voice & Messaging Change the Conversation - <b>Vivian Rosenthal</b>               |
| <b>4:20</b>  | TALK: Beyond Advertising - Good Is The New Cool - <b>Afdhel Aziz</b>  |
| <b>4:40</b>  | SPRINT: Innovation Sprint Shareback - <b>Matt Webb</b>  |
| <b>4:55</b>  | TALK: Innovating Democracy – Why It Should Be Everyone's Purpose - <b>Debra Cleaver</b>                               |
| <b>5:20</b>  | Closing Thoughts - <b>Dan Khabie</b>  |
| <b>5:30</b>  | Happy Hour Begins   |