

<b>Target Audience:</b> PM Essentials	<b>Category:</b> Go-to-Market	<b>Format:</b> Presentation
<b><u>Title:</u> What story are you telling about your products?</b>		
<b>Description:</b> We have all heard that people make decisions based on emotion and then back them up with reason. If this is the case, why do we continually use reason to convince our customers to buy our products? A more compelling way to market and sell is to tell a story that uses emotion to drive a change in behavior. This session will explore why emotion is a stronger motivator than reason, and share some effective ways to tell a story that is relevant to your customers.		
<b>Presenters:</b> <u>Mike Boudreaux</u> Mike has passion for marketing and leadership. He has global experience marketing products for the refining, chemicals, oil & gas, solar power, and defense industries. With a BS in Chemical Engineering from the University of Houston and a MBA from the Kellogg School of Management, he has filled various engineering, sales, and marketing roles at Emerson, Alcoa, and AkzoNobel.		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Product Development	<b>Format:</b> Workshop
<b><u>Title:</u> Stop Starting, Start Finishing</b>		
<b>Description:</b> Many organizations are drowning in a sea of opportunity and instead of focusing on getting the highest value items done we are crippled by trying to do too much at one time. In this session we will explore why this is the case and some techniques for resolving the problems. The format of this session will be a combination of presentation, exercises, and discussion. Our objective is to help you: - Increase productivity and deliver more - Get your customers more engaged - Have agility to adjust when changes occur - Lower your cycle times - Limit the costs of delay		
<b>Presenters:</b> <u>David Hawks</u> David Hawks is CEO of Agile Velocity based in Austin, TX. Our team of experts accelerates value delivery by transforming the way your organization thinks about building software through Agile Training, Coaching, & Implementation Services.		

<b>Target Audience:</b> PM for Entrepreneurs	<b>Category:</b> Go-to-Market	<b>Format:</b> Workshop
<b><u>Title:</u> Catching and Keeping the Wild Stakeholder</b>		
<b>Description:</b> It takes a lot of stakeholders to go from idea to launch. To get your product developed, your project moving forward, and prospects and customers to say yes, they all need to "buy in" to your dream. If they're not "getting it", it could be your fault. Check your engagement process. It could be lacking the "Buying Continuum" component. This interactive session will get you started.		
<b>Presenters:</b> <u>Jan Triplett, Ph.D.</u> Jan Triplett is a sales and marketing strategist. She has helped owners successfully launch businesses with products from A-Z (accounting products to zoos). She is a regular speaker for ProductCamp, one of the ABJ's Ask the Experts, a guest blogger for The Business Bank of Texas, and hosts First Looks Forum mentoring night in alliance with Texas Entrepreneurs Network.		

<b>Target Audience:</b> PM for Entrepreneurs	<b>Category:</b> Go-to-Market	<b>Format:</b> Town Hall
<b><u>Title:</u> Hiring &amp; Starting the RIGHT Salesperson</b>		
<b>Description:</b> Whether this is your 1st or 50th hire, salespeople are a special case. Don't do it right and you lose precious time and dollars or worse. Do it right and the world is yours. Let's talk about the ways to make sure you're on the winning side and how to get them started on the right track.		
<b>Presenters:</b> <u>Jan Triplett, Ph.D.</u> Jan Triplett is a sales and marketing strategist. She has helped owners successfully launch businesses with products and services from A-Z (accounting products to zoos). She is a regular speaker for ProductCamp, an ABJ "Ask the Experts", a guest blogger for The Business Bank of Texas, and hosts First Looks Forum mentoring night in alliance with Texas Entrepreneurs Network.		

<b>Target Audience:</b> PM for Entrepreneurs	<b>Category:</b> Marketing Execution	<b>Format:</b> Workshop
<b><u>Title:</u> Event Marketing: The 7 Essentials (&amp; Then Some)</b>		
<b>Description:</b> Do YOU know the essentials of successful event marketing? Whether you plan to hire someone to manage your events or will be taking on the task yourself, this is THE session to attend to learn what it takes to successfully market your brand, products and/or services at events. I will be sharing the 7 most important aspects of event marketing, knowledge & experience gained while creating and managing hundreds of events for tech start-ups, retail brands and non-profits. There's nothing better than real-world experience when it comes to what works and what doesn't - tap into my real-world experience and leave this session with a game plan. No, it's not "rocket science," but there is a proven methodology to effective event marketing. Here's where you come to learn that methodology.		
<b>Presenters:</b> <u>Stephanie Hackney</u> Passionate branding, marketing communications, public relations & events professional with extensive experience in successfully creating and managing strategic initiatives and activities for numerous clients and employers at various stages of growth and across a variety of industries. From strategy to tactical execution, I've done it all. For More Information: <a href="http://www.linkedin.com/in/stephaniehackney/">http://www.linkedin.com/in/stephaniehackney/</a> <a href="http://www.linkedin.com">www.linkedin</a>		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Prod Mgmt Careers	<b>Format:</b> Town Hall
<b><u>Title:</u> Culture and Teamwork with Strangers - Managing Remote Teams</b>		
<b>Description:</b> Practically everyone wants to work from home but no one wants to work by themselves. Regardless of wether you're managing a team, leading a company, or just want some water cooler time with coworkers there are some downsides to the "new workplace". I've learned some lessons over the past 2 years going from a traditional office to a 50 person company where everyone works remotely. I'd like to share some of my victories and failures about: - The importance of face time - My hate for video conferencing - Tools we use to stay connected - Building, maintaining, and hiring for culture - Being productive away from the hive		
<b>Presenters:</b> <u>Josh Ward</u> Josh's relies on his diverse background and eclectic group of skills to guide his decision making as Director of A Small Orange's Sales and Marketing Team. He is responsible for the team who makes A Small Orange's advertising, website, social media, and new sales so epically awesome.		

<b>Target Audience:</b> PM for Entrepreneurs	<b>Category:</b> Prod Mgmt Careers	<b>Format:</b> Presentation
<b><u>Title:</u> Giving Better Presentations (At Product Camp and Beyond)</b>		
<b>Description:</b> It is very common these days for people to present at conferences (such as ProductCamp), but many people have not given much thought to how to speak since they delivered an 8th grade book report. When you speak to an audience you are given a major opportunity to educate, motivate and inspire those in the crowd. But good content with lousy delivery can miss the mark. A presentation is also the chance to shine and establish a reputation in your business community. It is a missed opportunity if you fail to connect properly when you speak. With just a few tips anyone can improve their speaking skills and become more comfortable making a presentation. Speakers who work hard to prove they are the smartest person in the room fail to have any impact. Let your own personality lead you to a successful speech.		
<b>Presenters:</b> <u>thom singer</u> Thom Singer is a professional speaker, corporate trainer and consultant. He has delivered nearly 400 presentations, and rarely do audiences fall asleep or run from the building screaming in horror.		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Opportunity Analysis	<b>Format:</b> Workshop
<b><u>Title:</u> How to be different and stand out from the crowd</b>		
<b>Description:</b> This workshop will take teams through an exercise that will require each team to propose a product, underline their strategy and develop a go-to-market plan based on given market research, competitive data and predecessor product information. At the end of this workshop teams will review each others strategy on how they plan to be different and stand out from the competition. Workshop attendees will come away with techniques on how to approach the problem from various aspects of marketing: <b>Strategic planning, Execution, Design or Go-to-market.</b>		
<b>Presenters:</b> <u>Donna Imam</u> Donna Imam is a technology marketing manager with global roles in marketing, product management and hands on electronic systems design experience, in diverse, large multi-national, and start-up organizations. Her natural ability to create rapport and credibility with technical customers and engineers while creating financial value for the business, has resulted in successful products designed, launched and shipping today.		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Go-to-Market	<b>Format:</b> Presentation
<b><u>Title:</u> 3 Agile Tactics That Will Improve the Sales &amp; Marketing Machine</b>		
<b>Description:</b> Marketing and sales teams always want more functionality and they want it faster. But then they complain about too much too fast. Learn three simple tactics that set marketing and sales up for success in an agile environment while making life easier for product management and engineering.		
<b>Presenters:</b> <u>John Mansour</u> John Mansour is the founder and managing partner of Proficientz with 20-years in high technology product management, product marketing, marketing communications and sales and has worked with more than 2000 organizations in all aspects of product management.		

<b>Target Audience:</b> PM Essentials	<b>Category:</b> Prod Mgmt Careers	<b>Format:</b> Town Hall
<b><u>Title:</u> So, you want to be a consultant...</b>		
<b>Description:</b> I was RIFed from my cushy corporate job one year ago. Since then I've started my own single-employee LLC and then joined another small business. There aren't many roadmaps for becoming a knowledge worker "force of one." I'll outline what I did, where I spent money, and how it has turned out so far. Then turn it over to an open group discussion. It is a learn-on-the-job experience. Because web-based services and social media tools are constantly evolving, I expect that I will remain in a constant state of learning!		
<b>Presenters:</b> <u>Paul Teich</u> Paul is a former AMD Marketing Fellow. After leaving AMD he formed ProductLens, LLC, as a billable entity for consulting, and for insurance protection for a blog he's still desperately trying to write. He then partnered with another former AMD Marketing Fellow and is one of two employees building their reputations as tech industry analysts at Moor Insights & Strategy.		

<b>Target Audience:</b> PM Essentials	<b>Category:</b> Prod Mgmt Careers	<b>Format:</b> Presentation
<b><u>Title:</u> Keeping your PM Sanity when moving to Agile</b>		
<b>Description:</b> Help! I want to be a Market Driven Product Manager, but Agile is getting in my way! Requirements vs. User Stories; Product Managers vs. Product Owners; PRDs vs. Backlogs; Epics, Goals, Themes, Features"; STOP! How does Product Management's role change and how do we continue to be the "President of the product" as development moves to Agile or Scrum? Why are Product Managers so confused? What's changed, and what has remained the same? This facilitated presentation / roundtable will provide practical direction on how to keep your Product Management sanity while your development team moves to Agile.		
<b>Presenters:</b> <u>John Milburn</u> John Milburn is an Instructor for Pragmatic Marketing. Prior to this, John held Product Management, Sales, and Development roles at several Austin companies, including IBM, Dell, Tivoli, Lane15 Software, ROLM, and VTel. Over the past 7 years, he has trained thousands of Product Managers around the globe, and has intimate insight into the Product Management role.		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Marketing Execution	<b>Format:</b> Town Hall
<b><u>Title:</u> Content Marketing Planning for High-Impact Product Launches</b>		
<b>Description:</b> What are the crucial content items that sales and marketing must have for a successful product launch and how should they be used? This will be a short presentation on the various content tools that marketing and sales professionals should have at their disposal for a product launch along with an overview of how these tools can speed up a sales cycle. After the presentation we will discuss best practices that attendees have experienced and brainstorm ideas on new ways to use marketing to gain insight into a prospect's purchasing intentions and pain points. We will also discuss some of the systems that help product managers organize, distribute and track the use of the content.		
<b>Presenters:</b> <u>David Moore</u> David is an integrated marketing professional with years of experience setting up and growing both B2B and B2C businesses. He has expertise utilizing advanced marketing systems to manage complex product launches that improve sales to marketing handoff, shortens sales cycles and provide sales the competitive information need to close deals faster.		

<b>Target Audience:</b> PM for Entrepreneurs	<b>Category:</b> Product Strategy	<b>Format:</b> Presentation
<b><u>Title:</u> Here's a scenario for you - effectively address risk by using scenarios</b>		
<b>Description:</b> What you can see coming can sometimes hurt you, but you have time to prepare for it. Most often it's what you *can't* see that will smack you solidly upside the head and upset your business or non-profit. There are lots of reasons for not seeing risk, including cognitive bias - we all ignore data that doesn't fit our world-view, it's part of our built-in human pattern recognition circuitry. I'll introduce a few simple scenario planning concepts and process steps as antidotes to cognitive bias, blind spots, and other impediments to exploring the future and proper risk mitigation. - If I have seen further it is by standing on the shoulders of giants.		
<b>Presenters:</b> <u>Paul Teich</u> Paul is a futurist, product visionary, and Moor Insights & Strategy industry analyst covering future datacenter tech, Big Data, and Internet of Things. He was previously a Marketing Fellow with AMD's Corporate Strategy team , where he used scenarios in 2009 to identify cloud computing as a critical server market, which culminated in AMD's \$334m acquisition of SeaMicro in 2012.		

<b>Target Audience:</b> PM for Entrepreneurs	<b>Category:</b> Requirements Definitions	<b>Format:</b> Presentation
<b><u>Title:</u> Product Leadership - Requirements Sourcing and Vetting</b>		
<b>Description:</b> Requirements are the foundation of product success and failure. Where do YOUR requirements come from and who decides what is in or out? We'll take a look at the roles, assumptions and practices that can increase our influence and success or lead our companies astray.		
<b>Presenters:</b> <u>Pat Scherer</u> Pat Scherer, aka The Detail Person, 15+ yr veteran of Product Mgmt. Current Product Manager at Planview.		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Product Strategy	<b>Format:</b> Town Hall
<b>Title: Trouble with Tribbles: Prospect Interviews Are Giving You a False Sense of Confidence</b>		
<b>Description:</b> Prospect interviews are a critical part of product management and lean startup methods. But most people take the wrong approach, leading to unreliable or misleading market learnings. In this session, we'll examine the top five mistakes product managers and entrepreneurs make when conducting prospect interviews. There will be a brief presentation followed by an open discussion about best practices for prospect interviews and how they can inform the business model for your products.		
<b>Presenters:</b> <u><a href="#">Roger L. Cauvin</a></u> Roger leads product strategy on Dachis Group's social advocacy products, applying customer development and lean startup methods. He also founded and operates the Dadnab transit information service.		

<b>Target Audience:</b> PM for Entrepreneurs	<b>Category:</b> Go-to-Market	<b>Format:</b> Other
<b><u>Title:</u> Crowd Funding for Product Validation</b>		
<b>Description:</b> Crowd funding is changing the way we introduce new products into the marketplace. Never before has the field been more level for inventors and entrepreneurs. Crowd funding empowers an inventor to introduce, validate, sell, test and manufacture their idea with limited funds. In this session you will learn how to take your idea to fruition in 11 steps.		
<b>Presenters:</b> <u>Conley Giles</u> Conley is the founder of The School of Invention. He is an experienced entrepreneur and inventor with 27 years of designing, developing and bringing new products to market. As an inventor he has patents for consumer electronics, business processes, building components, packaging systems, and sporting goods. As an entrepreneur he has established multiple startups around these patents.		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Go-to-Market	<b>Format:</b> Presentation
<b><u>Title:</u> Envision Exceptional Growth: How Visual Marketing and Selling Set You Apart</b>		
<p><b>Description:</b> In this era of infinite distractions, it's tougher than ever to get a buyer's attention. So why do companies keep describing and depicting their products and solutions in mere words? Visual provocations and explanations provide a compelling map to guide prospects through the journey that lies ahead by building credibility and enhancing clarity, giving them the confidence to say "yes." Find out how to challenge indecision and turn observers into advocates. Discover how "visual provocations" can vividly and memorably demonstrate the case for change. Learn how product leaders, marketers and sales teams are collaborating to create a sense of urgency and overcome decision paralysis.</p>		
<p><b>Presenters:</b> <u><b>M. Lee Sellers</b></u>  Lee Sellers has over two decades of executive experience in corporate sales and marketing. Prior to forming Visible Impact, Lee was an executive with Dell, focused on building strategic marketing plans. Lee was also Vice President of Sales for Ziff Davis Enterprise where he led a team of sales consultants responsible for building integrated marketing plans for technology firms.</p> <p><u><b>Britton Manasco</b></u>  Britton Manasco has nearly two decades of deep expertise in business technology and professional services focused on developing strategic marketing and sales enablement programs to build business credibility, generate demand and enhance sales outreach. Prior to forming Visible Impact and Manasco Marketing Partners, Britton was a consultant for Prime Resource Group and Peppers and Rogers Group.</p>		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Prod Mgmt Careers	<b>Format:</b> Workshop
<b>Title: Employ Kanban to regain some order in your work - Interactive Workshop</b>		
<b>Description:</b> The Kanban Method taught in this session can help restore order to your chaos. This technique will make your work visible and shorten your cycle time. In this workshop, we will break into groups and your team will build a Kanban board—a skill that can be applied to any workflow and can be advantageous for Product Management and Marketing. It can be used individually or to coordinate efforts across a team or teams.		
<b>Presenters:</b> <u>David Hawks</u> David Hawks is CEO of Agile Velocity based in Austin, TX. Agile Velocity enables companies to achieve greater value in their technology investments through training and coaching and building innovative products for our clients.		

<b>Target Audience:</b> PM Essentials	<b>Category:</b> Go-to-Market	<b>Format:</b> Presentation
<b><u>Title:</u> It is a Mad, Mad, Mad World of Mobile Marketing !</b>		
<b>Description:</b> NEWS FLASH !! Mobile Marketing is taking over the world of Marketing. This interactive, case-driven session is an attempt to understand what factors make mobile marketing so special and whether / how it is different from traditional marketing. Considering that everyone is now a mobile marketer, what does it really mean to have a successful "Mobile Marketing Campaign" ? What are the hidden challenges and naked opportunities? And how can one drive additional business or improve profitability using the right Mobile Marketing techniques. Get to this session to find out whether this mad, muddled world of Mobile Marketing is indeed the solution to effective marketing or just Snake Oil.		
<b>Presenters:</b> <u>C.K. Kumar</u> C. K. Kumar is a consummate Marketing and Strategy professional who has spent the past 16 years in several technology and marketing roles in start-ups and large companies. His diverse work experience includes engineering roles in semiconductor and marketing / strategy roles in technology. He is currently helping a couple of local start-ups on their marketing and business strategies.		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Product Strategy	<b>Format:</b> Roundtable Breakout
<b>Title: Branding Across Borders - Strategies for a multi-industry, multi-product launch</b>		
<p><b>Description:</b> We will discuss whether it's possible for a startup to launch multiple products across different industries. This debate-esque conversation will result in creating a clear plan/formula of action for launching industry diverse products under one unique business plan. Presenting an outlook would be the team behind a mobile application, real estate turnkey and raw mineral investing brand based internationally, MoZiKi &amp; Medina GC, asking key questions like, "Are we crazy?". Everyone is invited. We'd love to watch PM Essentials flex their skill, PM Advanced mix in fresh ideas and PM Entrepreneurs to apply common sense to the resulting key points.</p>		
<p><b>Presenters:</b> <u><b>Andjelo C. Mwembya</b></u>  Andjelo C. Mwembya - A serial entrepreneur and former corporate executive has 14 years of project engineering management, sales and marketing experience in challenging, fast-past, and rapidly expanding companies. Expertise includes business development, customer relationship management, project management and employees/subscriber retention. He's developed Techniques in analytic and strategic decision making.</p> <p><u><b>Colin McClelland , PMP</b></u>  Colin McClelland - With a proven track record of dynamically building and managing multiple aspects of business development and operations through industry analysis this entrepreneur brings a well rounded, critical reasoning and forecasting, approach to the MoZiKi team/conversation. As owner of Bravado Investments he directly contributed to gross annual revenue of +\$1M dollars in total operational efficiency increase of 33%.</p> <p><u><b>Uchennaya Ogba</b></u>  Uchennaya Ogba - A social media publicist with a background in solar engineering. Co-owner of BethanyEast PR Uche is a critical thinker and problem solver devoted to building quality content and managing the user experience across platforms.</p> <p><u><b>Christian Reed-Ogba</b></u>  Christian Reed-Ogba - Spending time in the procurement industry managing diversity spending for a large health care company introduced Christian to the world of strategic communication and conversation planning. She's worked across industries providing solutions for proper demographic conversation and how to optimize social calls-to-action.</p>		

<b>Target Audience:</b> PM for Entrepreneurs	<b>Category:</b> Prod Mgmt Careers	<b>Format:</b> Presentation
<b><u>Title:</u> Creating A Professional Brand That People Will Remember Using LinkedIn</b>		
<b>Description:</b> You've joined LinkedIn"! now what? Whether you've actively been using LinkedIn for a while or you've simply put up a profile and have done nothing with it, chances are you can easily do more. You want to recruiters to find you for your next gig? Do you want them to WANT to call you when then find you on LinkedIn? Learn how to use the proper vocabulary to BRAND YOURSELF! Are you using LinkedIn to promote your Professional Brand? What is google returning when recruiters and hiring managers search on your name? Don't keep missing some simple strategies to help you better utilize LinkedIn to create a really professional brand that people will remember. Marc Miller will provide you with 5 actionable tips along with an update on the new LinkedIn profile and managing endorsements.		
<b>Presenters:</b> <u>Marc Miller</u> Marc Miller's career journey included 22 years at IBM, several thriving tech startups, a painful stint as a high school math teacher, a gig raising funds for the Jewish Community Association of Austin and a near fatal bicycle accident that changed his perspective forever. Marc is the author of Repurpose Your Career - A Practical Guide for Baby Boomers		

<b>Target Audience:</b> PM Essentials	<b>Category:</b> Marketing Execution	<b>Format:</b> Panel Discussion
<b><u>Title:</u> Pissing Off People for Profit: High-Quality Sales Lead Generation through Online Chat</b>		
<p><b>Description:</b> Want to learn how a company has achieved \$8 million/year in revenue with a \$4,900 Average Sale Price using a little pop-up window on their website? The tool (Chat) that we all love to use for Customer Support can be transformed into a new sales channel to drive high-quality sales leads and revenue for your business. Online Chat, touting a 30:1 ROI, can drive 4:1 higher sales conversion than Inbound Calls and 7:1 higher sales conversion than Web Form leads! What you'll learn in this session will defy widespread assumptions about website conversion and lead generation. Come find out how you too can harness the power of Chat for lead generation directly from the "Chat Whisperer" (Mica Matlock) and a reluctant convert Product Manager (Jane Dueease).</p>		
<p><b>Presenters:</b> <u>Mica Matlock</u>  Mica Matlock is a Senior Marketing leader at Dun &amp; Bradstreet/Hoover's with 17 years of marketing experience, including 14 years in high-tech industry B2B marketing. She's here to share her acquisition digital marketing knowledge about how to drive high-quality sales lead generation through Online Chat and associated digital marketing vehicles.</p> <p><u>Jane Dueease</u>  Jane Dueease is a Senior Product Manager at Dun &amp; Bradstreet/Hoover's in charge of the Small Business Channel. She was a reluctant convert (at first) to the power of Chat to drive inbound sales leads.</p>		

<b>Target Audience:</b> PM Essentials	<b>Category:</b> Marketing Execution	<b>Format:</b> Workshop
<b><u>Title:</u> 5 Steps to Architecting a Successful Whitepaper, Faster</b>		
<p><b>Description:</b> Experienced tech product managers know that Information-rich "written for people not search engines" content drives inquiries that convert to sales quickly. Whitepapers are one such tool to help your product out-perform revenue goals. Too often, though, it takes months and high-priced outside resources to create good whitepapers. This session will teach you a systematic approach to architecting and driving the creation of successful whitepapers, faster. In this session, product managers will learn 5 steps to faster whitepaper creation"" and will also receive a handout that'll make it easier to architect the next whitepaper. One product manager will be selected from the audience to participate in a hands- on whitepaper activity, so all can share in the experience of putting these steps into practice. The session leaders (Product Marketing Management and Demand Generation Marketing Management) have worked with software product managers in the rapid development of whitepapers that drive product sales.</p>		
<p><b>Presenters:</b> <u>Lori Witzel</u>  Lori Witzel, demand generation and content marketer, knows the fastest path to business success is through collaboration: more smart minds + diverse perspectives + collaboration = more revenue faster. Her experience includes 10+ years in marketing management roles at software, cloud, and tech services companies, as well as stints at GSD&amp;M and other ad agencies. <a href="http://hauntedbymarketing.posterous.com">http://hauntedbymarketing.posterous.com</a> and on Twitter @LoriAusTex</p> <p><b><u>Stacy Dyer</u></b>  Stacy Dyer is a product marketer, geeky data nerd, and lover of fine coffee. An ardent advocate for the application of new technology in nonprofits and for-profit enterprises alike, Stacy has worked with international software company, Sage, as well as nonprofit technology group, NTEN. Her publications include articles in Advancing Philanthropy and Fundraising Success. Find her on Twitter @stacydyer</p>		

<b>Target Audience:</b> PM Essentials	<b>Category:</b> Product Development	<b>Format:</b> Town Hall
<b><u>Title:</u> The Agile Product Owner - Bear Traps and Strategies</b>		
<b>Description:</b> The Product Owner role in Scrum and other Agile frameworks can be blithely characterized as "all the activities engineers suck at." In this town hall, we'll identify some of the challenges in meeting that overly broad charter, and invite Product Owners past and future to share their actions - successful or not - in meeting those challenges.		
<b>Presenters:</b> <u>Ned Horvath</u> Dr Horvath has over 25 years of software engineering development leadership, most of it agile because that's how he's wired.		

<b>Target Audience:</b> PM Essentials	<b>Category:</b> Go-to-Market	<b>Format:</b> Presentation
<b><u>Title:</u> Product Launch Process</b>		
<b>Description:</b> This session will cover the process of launching a new product or solution in the market. It will provide best practices to follow and institutionalize continuous improvement. The session will also introduce the use of the Eclipse Process Framework to streamline and collaborate on launch processes with counterparts in the product development organization.		
<b>Presenters:</b> <u>Ranjit Nayak</u> Ranjit Nayak is a Product Marketing Manager at Cisco for the Unified Computing System product. Before Cisco, Ranjit was a Consultant at Rackspace. In 2007 he co-founded eVapt, a SaaS provider of cloud billing and metering services. Prior to eVapt, Ranjit was a Senior Engineer Manager at Tivoli Software. He has an MBA from the University of Texas, Austin.		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Opportunity Analysis	<b>Format:</b> Presentation
<b><u>Title:</u> Strategic Segmentation: Move Beyond Product to Understand How to Reach Your Best Customer</b>		
<p><b>Description:</b> You have the right product. There is a vast market out there. Problem is with all of the marketing noise (social, TV, radio, print), how can you possibly make your product stand out in the midst of it all? On top of that, you really do not have Microsoft's budget to spend on advertising.... The solution is an Integrated Marketing Communications Plan built on Proper Customer Segmentation. A segmentation is a group of customers who display similar attributes to each other? Based on your product and budget, not all customers are created equal and only the right segmentation will help you identify which customers to keep, which to forget, and who to fire. During this session I will discuss: Business Logic for Segmentation, Response-Based Segmentation, Use of Targets and Personas, and Techniques to Put Segmentation to Work. Target: Advanced but material will be detailed enough for beginner.</p>		
<p><b>Presenters:</b> <u>Becky Trevino</u>  Becky Trevino is a Sr. Technical Program Manager at Rackspace for "All Things Digital" and a marketing advisor for AgentZoom. Prior to Rackspace, she was a Sr. Product Marketing Manager at Dell in both B2B and B2C markets. Becky holds an MBA from the Kellogg School of Management and an MS in Engineering from The University of Michigan.</p>		

<b>Target Audience:</b> PM for Entrepreneurs	<b>Category:</b> Opportunity Analysis	<b>Format:</b> Workshop
<p><b><u>Title:</u> Want To Vet A Collaboration Opportunity Match-Up Before Launch? Here's One Proven Way.</b></p>		
<p><b>Description:</b> While you may not be able to totally predict your grand idea's market-place success in advance, you <b>**CAN</b> build in both advantages and preventions in selection of your team members &amp; collaborators.** And yes...you can even vet much in advance to test waters of potential funders. The approach specifics to be shared have been proven out many times. They can be custom-adapted to a variety of types of products and productions. Included will be a handout defining each main point and step in the process. In the session we will field examples within our gathering to help you recognize advantageous collaborative elements &amp; ones that can easily lead to derailment or breakage of trust. <b>Provided:</b> ● facts or behaviors that lead to or can set up an ultimate betrayal; ● tips on building &amp; maintaining mutual trust between collaborators or principals; ● bonus: mistakes happen...ways to rebuild trust if necessary.</p>		
<p><b>Presenters:</b> <u>Sherry Lowry</u>  Sherry Lowry Bio: 7-Time Entrepreneur within 7 Different Industries. Specialty in matching co-founders; in supporting clients in successfully creating shared profit collaborations, working or equity alliances; and effective founding team hiring &amp; contracting. Business endeavors range from that of solo entrepreneur to founding, developing and globally leading a 20,000 client business with a 1,500 product catalog.</p>		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Prod Mgmt Careers	<b>Format:</b> Panel Discussion
<b><u>Title:</u> Great Products Need Great People! An Executive Perspective On What It Takes To Be A Great PM</b>		
<p><b>Description:</b> At the core of all great products is a great team of product people of which Product Managers and Product Marketers form the foundation. This panel of exceptional Product Management &amp; Product Marketing executives will share with us their perspective on what makes a great Product Manager, a great Product Marketer and a great Product Team. They will answer your questions and share practical insight and advice on how to advance in your PM and PMM career. Each of these executives have advanced their careers through the path of Product Management and Product Marketing and have a wealth of "lessons-learned" to share with ProductCamp participants about what it takes to be successful in the role. Come prepared to ask questions and learn from the best in Austin. The session will be moderated by Tom Evans of CompellingPM.com.</p>		
<p><b>Presenters:</b> <u>Michael Helmbrecht</u>  Michael Helmbrecht is Vice President and General Manager of Video Solutions and manages the LifeSize video portfolio, including product life-cycle management, product marketing and pricing. Prior to LifeSize, he spent nine years with Dell Inc. in a number of executive marketing posts. Michael holds an MBA from the University of Michigan and a BA in political science from Colgate University.</p> <p><u>Tom Hale</u>  Tom Hale is the Chief Product Officer of HomeAway, the world leader in vacation rentals. Hale has driven the platform consolidation of HomeAway as well as the reinvention of the user experience. Hale held a variety of senior leadership roles at Linden Lab, Macromedia and Adobe Systems Incorporated.</p> <p><u>David Kenyon</u>  David Kenyon is AMD's VP of Worldwide Business Management responsible for planning, forecasting, and funding global revenue across the corporation, developing integrated and coordinated MNC plans, and driving consistent channel strategy focused on revenue and share growth. David has a master's degree in business administration from Harvard University, and bachelor's degrees in finance and economics from Loyola Marymount University.</p> <p><u>Jay Hallberg</u>  Jay Hallberg is VP Marketing and co-founder of Spiceworks, the vertical network for IT. Jay leads Spiceworks' product marketing, category management, marketing communications, and PR efforts that drive IT pro and tech vendor awareness and usage of Spiceworks for their IT management and marketing needs. Prior to founding Spiceworks,, Jay was VP Product Management &amp; Marketing for Motive's Enterprise Business Unit.</p>		

<b>Target Audience:</b> PM Essentials	<b>Category:</b> Go-to-Market	<b>Format:</b> Town Hall
<p><b><u>Title:</u> The Good, the Bad and the Viral: Why video is vital to a product's launch success</b></p>		
<p><b>Description:</b> Let's face it, most product launch videos in B2B marketing are as inspiring as watching lawn grass grow and do little to raise customer awareness or boost sales. Effectively promoting complex products and services to an audience of smart professionals who research what they need is indeed challenging. The good news is that according to Forbes, 75% of senior executives watch work-related videos at least weekly, with more than half of those watching on YouTube. Overall 65% have visited a vendor's website after they watched a video. In this session, after a brief presentation, we will discuss:</p> <ul style="list-style-type: none"> <li>● Objectives to define before beginning</li> <li>● Blueprint for a Successful Launch Video Campaign</li> <li>● What are my metrics to determine success ● what makes a product launch video impactful</li> <li>● Video examples of the Good , the Bad and the Viral</li> </ul>		
<p><b>Presenters:</b> <u>Greg Kincade</u>  Greg Kincade is a product marketing professional who has held various technical and marketing roles at start-ups as well as large corporations. His current product management role focuses on the global business and marketing of innovations in Data Center Infrastructure Management at Dell. Greg holds an Engineering degree from Rice University and a MBA from the McCombs School of Business.</p>		

<b>Target Audience:</b> PM Essentials	<b>Category:</b> Opportunity Analysis	<b>Format:</b> Presentation
<b><u>Title:</u> Epic Product Battles of History: Lego vs. GI Joe</b>		
<b>Description:</b> This session is about the epic fight about 2 very different products in the same market space. One was "a product looking for a theme", while the other was "a theme looking for a product". Their begins, their struggles, their "Pros and Cons" and their outcomes are good fables for all PMs to reflect on.		
<b>Presenters:</b> <b><u>1st Lieutenant Alejandro Perez</u></b> Military Leader, Innovator, Entrepreneur, Master of Business, Bilingual Poet, Dedicated Yogi, Philanthropist, and Man of God. Interested in command and control (C&C) systems and products for military leaders and business leaders alike.  <b><u>Dr. Jose Briones</u></b> Innovator, Market and Business Developer, Futurist and Idea Generator. Interested in alternative energy and practical uses of socialmedia.		

<b>Target Audience:</b> PM for Entrepreneurs	<b>Category:</b> Opportunity Analysis	<b>Format:</b> Roundtable Breakout
<b><u>Title:</u> Identifying Profitable Public-Spirited Business Opportunities Using MiniTrends</b>		
<p><b>Description:</b> We find most innovators and entrepreneurs who start new companies or initiate new programs in existing organizations are motivated not only by the desire for profit, but also by the desire to make the world a better place. The MiniTrends Concept provides an approach that supports both goals. MiniTrends are emerging trends that are of a scope and importance to provide attractive opportunities to those alert enough to recognize them, perceptive enough to recognize their value, and clever enough to take advantage of them. Typically, they are not widely recognized, but promise to become important in a reasonable period of time. In this session, basic MiniTrend principles will be briefly discussed, and then the bulk of the session will be devoted to participants identifying and evaluating MiniTrends that promise profitable business opportunities in areas that can contribute to the public good, such as renewable energy, disease prevention, and poverty reduction.</p>		
<p><b>Presenters:</b> <u>Dr. John Vanston, Chairman of Technology Futures, Inc.</u>  Dr. John Vanston is Chairman of Technology Futures, Inc., a prestigious forecasting organization that he founded thirty-four years ago. He is the chair of TFI's annual MiniTrends Conference and author of the award-winning business book, "MINITRENDS: How Innovators &amp; Entrepreneurs Discover &amp; Profit From Business &amp; Technology Trends," written in collaboration with his daughter, Carrie Vanston.</p>		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Product Strategy	<b>Format:</b> Town Hall
<b><u>Title:</u> Put a Little Love In Your Product! Discover How Great Products Evoke Emotions</b>		
<p><b>Description:</b> People wait in line for hours in anticipation of being one of the first to buy a new Apple product release and then handle it like a new baby. Harley riders adorn themselves with Harley apparel and Harley tattoos. Most would agree that there is a strong emotional bond between these products and their owners. But is emotion required to be a great product? Does emotion apply to just a small group of fanatics or is it applicable to the general market? Can you plan emotion into products or is it a serendipitous outcome? Is emotion just for consumer products or can it also apply to business &amp; industrial products? These are just a few of the questions that we'll explore together during this highly interactive and dynamic Town Hall Discussion on the importance of creating products that emanate emotion. Come join us as we share &amp; learn together.</p>		
<p><b>Presenters:</b> <u>Tom Evans</u>  Tom Evans is Principal at Compelling PM and is an internationally recognized authority in product management, global marketing, business partnerships and entrepreneurship. In his extensive experience, he has helped start-ups through Fortune 500 companies create and launch winning products and has led business development efforts in the US and global markets.</p>		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Product Strategy	<b>Format:</b> Town Hall
<b><u>Title:</u> The pursuit of product management excellence: A practitioner's journey</b>		
<p><b>Description:</b> Over 11,000 new business books are published each year along with millions of blog posts. Advice is dispelled freely each day by academicians, consultants, motivational speakers and professional writers. We have an information glut on what to do and how to do things. How do you make sense of it all? Are you going to run your own Big Data algorithm to figure out what to do next? In this session, ProductCamp Austin regulars Josh Duncan and Prabhakar Gopalan will take you through a curated journey into the known and unknown of product management and marketing excellence from a practitioner's perspective. We will bust business myths, frameworks, models and all the kool-aid retrofitted advice you get in blog posts and the inbound marketing noise you are subjected to everyday. We will discuss how you can rise from all of that and practice the pursuit of product management and marketing excellence.</p>		
<p><b>Presenters:</b> <u>Prabhakar Gopalan</u>  Prabhakar Gopalan is the product marketing leader for compute product offerings at Rackspace. He is an entrepreneur (founder, kanban2go.com), startup advisor and ahem, a "strategy" guy. You can follow his tweets @PGopalan. Prabhakar has won best speaker award three times in previous editions of ProductCamp Austin.</p> <p><u>Josh Duncan</u>  Josh is currently Sr. Director of Product Management at Noesis Energy, a software start-up in Austin focused on corporate and institutional energy management. Josh has been a frequent speaker at ProductCamp Austin and has been honored with the best presenter award twice. You can follow him on Twitter at @joshua_d.</p>		

<b>Target Audience:</b> PM for Entrepreneurs	<b>Category:</b> Prod Mgmt Careers	<b>Format:</b> Workshop
<b><u>Title:</u> The To-Do List Diet: Less Wait &amp; More Results!</b>		
<p><b>Description:</b> The people who attend ProductCamp are smart "" wicked smart! So, we are going to tap this brain trust to find out how to stay focused day in and day out on the precious few things that bring maximum results in the shortest period of time. Want more results? Then it is time to put your most powerful tool, the to-do list, on a serious diet! A single thread ties every product development and marketing nightmare together "" people worked on non-essential tasks. Your to-do list is the secret weapon to get essential tasks done first! NO SLIDE DECK. And yes, it'll be fun! Join us for a fun, full on brainstorming session where we will surface cool tips, keen insights, and useful stuff from people fighting mediocre performance every day.</p>		
<p><b>Presenters:</b> <u>Byron Van Arsdale</u>  Byron Van Arsdale, CEO, Lead Great Meetings, only recently discovered it was acceptable to fully embrace his Brand Archetype: The Jester. He finds both humor and productivity in the oddest of places: leading conference calls and to-do lists. A frequent speaker at PMI and IIBA Chapters (Texas, Colorado, Hawaii, Oklahoma, and Ohio), Byron shows people how to lead great meetings.</p>		

<b>Target Audience:</b> PM Essentials	<b>Category:</b> Prod Mgmt Careers	<b>Format:</b> Presentation
<b>Title: Why I didn't Hire You: 7 things you as a Product Manager Candidate could have done to sway a hiring manager.</b>		
<b>Description:</b> If you can't successfully package, position, and sell the product of "you" in an interview, why on Earth would a hiring manager believe you can do that for their product? The right Product Manager is a "critical hire" in every organization, and thus always subject to more scrutiny than the average hire. Despite this knowledge, streams of PM candidates still lose the job opportunity by not properly understanding the needs of their hiring manager prospect. This brisk-paced presentation and open discussion will cover seven interview do's and don'ts that will help you land the offer.		
<b>Presenters:</b> <u>Mike Ditson</u> Mike Ditson is VP of Product Management for Austin-based Kinnser Software. Mike's gray hair comes in part from two decades of interview-room hard knocks, enough to help you avoid them.		

<b>Target Audience:</b> PM for Entrepreneurs	<b>Category:</b> Marketing Execution	<b>Format:</b> Presentation
<b><u>Title:</u> Science &amp; Art of Storytelling in Marketing - Crafting Compelling Content for your Brand!</b>		
<p><b>Description:</b> Marketing is no longer about the products you make -&gt; But it is about the Stories you Tell! Do you know how to tell a compelling story? Are you aware that there are only 5 types of stories in the world literature? Do you know how to use the specific story type to create a memorable impression in the marketplace? We will examine how different brands ranging from "My Little Pony", "Oreo", "GoDaddy", and more used different channels but all used 1 of the 5 basic story types to position and message their offering. Join Elizabeth, Austin's Marketing Gunslinger, for an interactive session on the Science &amp; Art of Storytelling in Marketing - Crafting Compelling Content for your Brand! Science &amp; Art of Storytelling in Marketing - Crafting a Compelling Content for your Brand!</p>		
<p><b>Presenters:</b> <u>Elizabeth Quintanilla</u>  Elizabeth is a positive, people-oriented, performance-driven Marketing Gunslinger, consultant, and speaker who focuses on understanding the customer perspective. She consults on: market research, messaging, channel strategies, understanding the impact of emerging business trends, web technologies and strategies, social, and product marketing. Elizabeth actively serves as a Vice-Chair on the Austin Community Technology and Telecommunications Commission. On Twitter as: @equintanilla</p>		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Prod Mgmt Careers	<b>Format:</b> Presentation
<b><u>Title:</u> The Product Manager Pathfinder: Managing High-Performance Product Management Teams</b>		
<p><b>Description:</b> Product Management is a critical function for product-driven organizations that want to create new revenue streams and a sustainable competitive advantage. A recent CBS news report shows that it's recognized as the fourth most important corporate job in the U.S., with only CEOs, Executives and General Managers higher on the list. Often companies confuse and misuse Product Management. These companies risk building the wrong product, adopt the wrong strategy or implement ineffective marketing approaches. A recent study of experienced product managers from different companies and industries identified common challenges impacting their effectiveness and productivity. This session will help you build and manage a PM team. We'll also discuss ways to empower your team to lead high-performance products teams. This session is for product team professionals who want to accelerate their career by managing product managers. Vote for this highly engaging professional growth session that will help you accelerate your career.</p>		
<p><b>Presenters:</b> <u>Hector Del Castillo</u>  Hector Del Castillo is a senior consultant with over 15 years of experience directing the product strategy to lead high-performance product teams. He has launched several profitable technology-based products and solutions. He provides services as a consultant, contractor, coach, or trainer to organizations that need to create value-added products that delight customers and effectively market them to create demand.</p>		

<b>Target Audience:</b> PM for Entrepreneurs	<b>Category:</b> Product Strategy	<b>Format:</b> Presentation
<b><u>Title:</u> The AIPMM Seven-Phase Product Life Cycle for Startups</b>		
<p><b>Description:</b> This session will explain the benefits of implementing the seven-phase product life cycle from the Association of International Product Management &amp; Marketing (AIPMM) Body of Knowledge (ProdBOK®). All products go through a life cycle whether or not a product vendor acknowledges it. Various industry leaders have adopted this approach to increase the likelihood of product success in the marketplace. This session will discuss key activities, and deliverables that must be taken into account within each phase of the product life cycle. A company risks product failure if it leaves out any of these because it doesn't consider critical issues. Product vendors which implement this process have a higher likelihood of building great products that delight customers and are more profitable. Vote for this highly engaging discussion for entrepreneurs who want to increase the likelihood of creating products that delight customers and create new revenue streams for early stage startups.</p>		
<p><b>Presenters:</b> <u>Hector Del Castillo</u>  Hector Del Castillo is a senior consultant with over 15 years of experience directing the product strategy to lead high-performance product teams. He has launched several profitable technology-based products and solutions. He provides services as a consultant, contractor, coach, or trainer to organizations that need to create value-added products that delight customers and effectively market them to create demand.</p>		

<b>Target Audience:</b> PM Essentials	<b>Category:</b> Product Strategy	<b>Format:</b> Presentation
<b>Title: 5 Reasons You Shouldn't Do Product Strategies and the Easier Alternative</b>		
<b>Description:</b> A product strategy is great if you're a one product company because the product and the company are one and the same. But when you have 5 or 20 or 50 products, individual product strategies can spread your company too thin, force product managers to compete and have a reverse effect on growth. There's an easier alternative.		
<b>Presenters:</b> <u>John Mansour</u> John Mansour is the founder and managing partner of Proficientz, a B2B product management and marketing training organization with 20-years in high technology product management, product marketing, marketing communications and sales.		

<b>Target Audience:</b> PM Essentials	<b>Category:</b> Product Development	<b>Format:</b> Roundtable Breakout
<b><u>Title:</u> From Developer to Product Owner: Rays of light from the Darkside.</b>		
<b>Description:</b> Now I understand why ya'll were so frustrated. I've worked as a developer for over 7 years and recently have worked as a product Owner for about 7 weeks. I propose a round table that focuses on effective project communication and the different communication needs/wants/desires of developers and product owners. Oh the things I would have asked for as a developer had I known how to ask, and how that I'm a product owner I realize how much misunderstanding there was between us.		
<b>Presenters:</b> <u>Michal Minecki</u> Michal Minecki, Director of Technology at Four Kitchens - Mike Minecki has been building websites since 1999, he recently made the jump from maker to manager and looks forward to share stories of the transition		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Product Development	<b>Format:</b> Presentation
<b>Title: <u>SEO is Just Product Management for Searchers &amp; Bots</u></b>		
<b>Description:</b> Are you responsible for a large-scale web-based application? Do you wait to until the end of your product development cycle to think about economic buyers? No? Good! So stop waiting until the end to think about SEO! This session will show you why Product Mangers are uniquely responsible for the "user experience" of the Searchers and Bots who use their application. We will dive into specific pitfalls and traps you can avoid by thinking about how bots and searchers will use your products, based on my experience managing technical SEO for RetailMeNot.com, MapMyFitness.com, and ApartmentRatings.com. You will leave this session with a new perspective on the needs of Searcher and Bots personas and how to serve them.		
<b>Presenters: <u>Jeremy Bencken</u></b> Jeremy Bencken is CEO of Wordloop ( <a href="http://www.wordloop.com">http://www.wordloop.com</a> ), a performance-based content marketing company. He co-founded and built ApartmentRatings.com ( <a href="http://www.apartmentratings.com">http://www.apartmentratings.com</a> ) which he grew to over 2 million visitors per month before selling to Internet Brands. He also co-founded BuzzStream, a CRM for blogger outreach. He has helped many companies with product strategy for SEO including RetailMeNot.com, Spiceworks.com, and MapMyFitness.com.		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Product Strategy	<b>Format:</b> Town Hall
<b><u>Title:</u> Lean Startup in the Enterprise</b>		
<b>Description:</b> Lean Startup is a fascinating and exciting practice that promises to make product development and market analysis more scientific. While it was designed for startups, that live in an environment of extreme uncertainty, much of the theory can be applied to enterprise-level software as well. But it presents lots of problem. This session will cover a little bit of the theory if attendees need a refresher, then we'll have an open discussion of what the near-intractable challenges are applying it as part of a larger, less risk-filled company and hopefully how to solve some of the problems.		
<b>Presenters:</b> <u>Glen Ford</u> Glen has been involved in Internet software development since 1995 and has done everything from end-to-end database and web app development, through customer-facing solutions engineer, to technical and strategic product management. He is currently the Director of Product leading product management and QA at Demand Media on Pluck, an enterprise-class SaaS social interactions server.		

<b>Target Audience:</b> PM for Entrepreneurs	<b>Category:</b> Product Development	<b>Format:</b> Town Hall
<b>Title: Get Your Idea Made: Leveraging Chinese Engineering and Manufacturing for Physical Products</b>		
<b>Description:</b> The explosion in Chinese manufacturing over the last decade, combined with the recent softening of the export market for these factories has created an unprecedented opportunity for small businesses and entrepreneurs who want to manufacture physical products. You don't need to be an engineer! The Chinese factories have a high level of expertise and engineering capacity, plus a willingness to work on smaller quantities than ever before. If you've ever wanted to make your own products, or you are a business looking to start a private label line, now is the time to jump in! This session will begin with a short presentation on the 6-step development process (which can work for domestic as well as international product development), and then open up into a town hall discussion. Bring your product ideas and we can workshop/troubleshoot them!		
<b>Presenters:</b> <u>Peter Keller</u> Peter Keller founded FringeSport, a CrossFit equipment company. Prior to Fringe, he was VP of LivingDirect, where he ran the product development and product marketing teams. He's been designing and sourcing products since 2005 and has worked with factories in Europe, the US, China, Taiwan, and Malaysia. He likes long walks on the beach, puppies, and short, intense workouts.		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Prod Mgmt Careers	<b>Format:</b> Panel Discussion
<p><b><u>Title:</u> Opportunity Analysis: "For Benefit Business - How to build a sustainable company culture in a post recession era?"</b></p>		
<p><b>Description:</b> Gain insights from Generation Y influencers on how business can adapt new consumption &amp; employment trends to stay relevant. We will explore how to move beyond the stale business practices that have caused the current economic situation. In our highly connected world there are now more factors than ever that effect a business's performance and brand image. Employees are your best brand advocate, so how do you keep them happy, productive, and evangelizing? How will the relationship between worker and employer change over the next decade?</p>		
<p><b>Presenters:</b> <b><u>Thomas Heatherly</u></b>  Thomas helped Google start a hyper local marketing team here in Austin. Now he owns Conjunctioned Coworking, and is working with several local startups.</p> <p><b><u>Danny Pernic</u></b>  Danny recently moved to town from DC. He is the founder of Zaplings, and is working on several other Austin startups.</p> <p><b><u>Jenna Jasso</u></b>  Jenna left great job as a mechanical engineer to found Love Unity &amp; Love ATX.</p>		

<b>Target Audience:</b> PM Advanced	<b>Category:</b> Requirements Definitions	<b>Format:</b> Presentation
<p><b><u>Title:</u> Frugal Innovation: How Simple Design Solutions Can Raise Living Standards Around the World</b></p>		
<p><b>Description:</b> 80% of humanity lives on less than \$10/day. If you are part of the world's lowest socioeconomic level you may be living on a house that can barely be called that. It's a collection of sticks, cardboard, plastic sheet. A dirt floor, no water, electricity or sewage. Enter frugal innovation or frugal engineering: The process of reducing the complexity and cost of a good and its production. Usually this refers to removing nonessential features from a durable good in order to sell it in developing countries. In this chapter of the "Beyond Stage Gate" series, we explore simple, low cost, effective and proven global design solutions that do not require exotic technology but that when combined can dramatically improve the quality of life of people around the world. Recent examples of successful design that have raised living standards in developing countries will be shown.</p>		
<p><b>Presenters:</b> <u>Jose Briones</u>  Dr. Jose A. Briones is the Director of Operations of SpyroTek Performance Solutions, a supplier of innovation management services. He has 20 years of commercial and technical experience in the manufacturing and technology industries with Fortune 300 companies, custom manufacturing companies and software startups. He has been leader in the commercialization of over 40 new products and has 7 patents</p>		

<b>Target Audience:</b> PM Essentials	<b>Category:</b> Marketing Execution	<b>Format:</b> Workshop
<b><u>Title:</u> Social Media Tips &amp; Tricks (an un-workshop)</b>		
<p><b>Description:</b> A NEW &amp; IMPROVED version of the popular August 2010 ProductCamp workshop! Bring your questions and challenges in using social media. Let's help each other out with potential solutions and recommendations. The collective curiosity and wisdom of Product Camp attendees is always impressive, so this is a great way to engage in a town hall discussion/workshop together! Depending on what folks want to discuss, this session may cover: - Social Media Tools - Methods &amp; Techniques - How to Establish &amp; Deepen Relationships Hopefully we'll have a projector so we can also look at live examples and best/worst practices together. How it'll work: 1) Write your question on the whiteboard as you enter the room. 2) Together, the attendees will vote on which questions we want to discuss as a group. This should take about 10 minutes. 3) We'll start with the most voted question &amp; proceed in order.</p>		
<p><b>Presenters:</b> <u>Ricardo Guerrero</u>  Ricardo Guerrero created most of Dell's Twitter accounts (\$6.5M in 2.5 years). As Social Media Dynamo, he's offered social media strategy, implementation, tools, and reporting. He founded Stwittergy, served as the first Social Media Director of the Austin AMA. He now works at WCG, an integrated communications agency downtown. See Ricardo's full bio at: <a href="http://www.RicardoGuerrero.com">www.RicardoGuerrero.com</a></p>		

<b>Target Audience:</b> PM for Entrepreneurs	<b>Category:</b> Opportunity Analysis	<b>Format:</b> Presentation
<b><u>Title:</u> Digital Compact - Don't Propose. Close. A Smarter Sales Tool.</b>		
<b>Description:</b> We call it Digital Compact. Sales professionals use several tools to manage their prospects and close deals. Modern CRM's are tools for business owners, but sales people don't want to use them. Legal agreements and invoices have been moved to email, but create another layer of administration. Payment gateways take time to implement and extend the sales timeline. The Digital Compact is a smart web application. Drag and drop from your desktop to your browser to build your single page proposal. Terms and conditions are right on the page satisfying legal requirements. Best of all, the integrated payment processing utilizes credit cards or PayPal. Without subscription fees or upfront software costs. Digital Compact is based on over 1000 sales experiences and 100 industry interviews. It blends as well to startups as it does to sales organizations. And as an analytics tools, sales people have visibility into the tactics that work.		
<b>Presenters:</b> <b>PJ Christie</b> PJ Christie is an entrepreneur, marketer, and musician. Since 1998 he has channeled his seemingly limitless energy towards empowering individuals to publish their work to the web, allowing for direct connections to their audience free of corporate influence. Anticipating trends and technological advancements, he believes discussions are more productive when debated with creativity, removed from the realm of industry.		

<b>Target Audience:</b> PM Essentials	<b>Category:</b> Prod Mgmt Careers	<b>Format:</b> Workshop
<b><u>Title:</u> PowerPoint Karaoke</b>		
<b>Description:</b> Would you like to think better on your feet? Have you ever been asked to present someone else's slides? In PowerPoint Karaoke, watch people get in front of their peers for two minutes to present slides they have NEVER seen before! Amp up your confidence in public speaking by trying it yourself! Join ProductCamp Austin founder Paul Young for one of the most popular and delightfully different sessions you will see, with all new slides in this 2013 edition of PowerPoint Karaoke!		
<b>Presenters:</b> <u>Paul Young</u> Paul Young is founder of ProductCamp Austin and has been called the "Godfather" of the ProductCamp movement by helping over a dozen camps launch around the world. Currently, he is an Instructor for Pragmatic Marketing and works with Product Management and Marketing teams around the world to become more market-driven.		