

The 2nd Annual
**BUSINESS of
 SOFTWARE
 EDUCATION
 SUMMIT**

September 26-27
Washington, D.C.
By invitation only



**A JOURNEY FROM DISRUPTION TO DIFFERENTIATION:
 Harnessing Today's Forces for Tomorrow's Success**

Disruptive forces abound today, and they affect you, your business, and your customers:

- The 'freemium' model
- Multi-generations in the workforce (and an exodus of baby boomers resulting in lost knowledge)
- BYOD (and BYOA [application])
- Always-connected mobile access
- Agile software development driving agile education responses
- Demand for just-in-time learning

These are just some examples of disruption. But it is not hackneyed to say that from these forces you can grow opportunities. The business that goes beyond listening to customers and begins harnessing disruption is the business that will differentiate itself.

Join ANCILE and your industry peers for this learning and networking event. We promise an agenda with thought-provoking ideas, real-world experiences, and actionable advice. Together, we'll map strategies to help you harness today's disruptive forces to ensure tomorrow's success in your software education business.

HOSTED BY:



SPEAKERS & PARTICIPANTS:

as of 8/27



AGENDA HIGHLIGHTS

WEDNESDAY, SEPTEMBER 25

Evening

Opening Reception

You will not want to miss this introduction to the program and your fellow attendees.

THURSDAY, SEPTEMBER 26

Morning

BREAKFAST

'X' Marks the Spot: Starting Our Journey

The freemium model, multi-generation workforces, BYOD, mobility, and demand for just-in-time learning – these are all “Points of Interest” in our current journey. We’ll set the stage with current outlook and challenges, and we’ll hear from Dr. Tracey Wilen-Daugenti.

Keynote: Disrupt Yourself®, Whitney Johnson

Afternoon

LUNCH

Charting Your Journey – Mapping the Plan

Hear from experts on the evolution of workplace education and ROI quantification.

- Maria Manning-Chapman, Senior Research Director, Education Services, TSIA, will describe the costs of maintaining your status quo and how to evolve in order to enable customer performance.
- Krista Hobson, Managing Director, Hobson & Company, will provide expertise and real-world case studies to help you craft your ROI.

In between these dynamic speakers, we’ll break into teams for a working session where you’ll start to draft your plan to evolve your software education business.

Journey Show-and-Tell: The BMC Success Story

Robin Gunn, Vice President, Global Education Services, BMC Software

DINNER

FRIDAY, SEPTEMBER 27

Morning

BREAKFAST

Journey Show-and-Tell: The HP Success Story

Susan Merriman, WW Lead of Emerging Technologies, HP Software Education

Journey Show-and-Tell: The SAP Success Story

Lori Williams, Director, Strategy and Transformation, SAP

What’s Next and Where We Are Headed

We’ll navigate you through ANCILE’s plans as we share our vision and give you a sneak peek of our upcoming product and our plans to continue the conversation with you after this event.

Afternoon

LUNCH and International Spy Museum

HEAR FROM INDUSTRY EXPERTS AND THOUGHT LEADERS:

- Robin Gunn, Vice President, Global Education Services, BMC Software
- Krista Hobson, Managing Director, Hobson & Company
- Maria Manning-Chapman, Senior Research Director, Education Services, TSIA
- Susan Merriman, WW Lead of Emerging Technologies, HP Software Education
- Dr. Tracey Wilen-Daugenti, Visiting Scholar, Stanford University's Media X Program
- Lori Williams, Director, Strategy and Transformation, SAP

Included in the event:

- 2 nights hotel accommodation
- Meals noted in planned agenda

LOCATION

Capital Hilton

1001 16th Street NW,
Washington, D.C., 20036
Phone: 202-393-1000
www.hilton.com

RSVP

<https://www.signup4.net/public/ap.aspx?EID=ANCI13E&OID=50>

KEYNOTE SPEAKER

WHITNEY JOHNSON: DISRUPT YOURSELF®

Disruptive thinking improves the odds of success for products, companies and even countries, and harnessing this powerful mindset begins with the individual. In this compelling keynote address, Whitney Johnson builds on her Harvard Business Review article *Disrupt Yourself®*, applying the road-tested theory of disruptive innovation to the individual, providing practical tips along with real-world examples of personal disruption, with a focus on how managers can drive individual and firm-wide innovation.

Whitney is the co-founder of Clayton M. Christensen's investment firm Rose Park Advisors (Disruptive Innovation Fund), a former *Institutional Investor*-ranked sell-side analyst on Wall Street, a regular contributor to the Harvard Business Review, Senior Advisor to the Tribeca Disruptive Innovation Awards, and a TEDx speaker.



Umbrellas are pistols, dead rats are microphones, femme fatales are men fatales. The International Spy Museum allows you access to a wild world of gadgets, weapons, bugs, cameras, vehicles, and spy-tech that defies classification.

Get an inside look at the 007 villains and many of the gadgets seen in those famous movies.
www.spymuseum.org