

**Day Conference | Monday, February 7, 2011**

|                    |  |  |  |  |
|--------------------|--|--|--|--|
| 8:00 am - 12:00 pm | <b>EDU1: ATTask Project Management</b> (Part 1 of 2)<br>Imperial Ballroom D    | <b>EDU3: ATTask Administrator</b> (Part 1 of 2)<br>Vienna (3rd Floor)    | <b>EDU4: ATTask Reporting</b> (Part 1 of 2)<br>Sussex (3rd Floor)    | <b>EDU5: ATTask Fundamentals</b><br>Imperial Ballroom C            |
| 12:00 - 1:00 pm    | Party & Ping Pong (Location)   |  |  |  |
| 12:00 - 1:30 pm    | <b>Registration</b>  |  |  |  |
| 3:00 - 5:00 pm     | <b>EDU2: ATTask Project Management</b> (course resumes)<br>Imperial Ballroom D | <b>EDU3: ATTask Administrator</b> (course resumes)<br>Vienna (3rd Floor) | <b>EDU4: ATTask Reporting</b> (course resumes)<br>Sussex (3rd Floor) | <b>EDU5: ATTask Fundamentals</b> (course resumes)<br>(course ends) |
| 6:00 - 8:30 pm     | <b>Welcome Reception</b><br>Location (Grand Ballroom A/D)                      |  |  |  |

**Conference | Tuesday, February 8, 2011**

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|-------------------|---|--|--|---|
| 7:00 am - 9:00 am | <b>Registration</b>   |  |  |   |
| 9:00 - 9:00 am    | <b>Conference Breakfast</b> (Grand Ballroom A/D)  |  |  |   |
| 9:00 - 9:00 am    | <b>EDU1: ATTask Project Management</b> (Part 2 of 2)<br>Imperial Ballroom D   | <b>EDU3: ATTask Administrator</b> (Part 2 of 2)<br>Vienna (3rd Floor)    | <b>EDU4: ATTask Reporting</b> (Part 2 of 2)<br>Sussex (3rd Floor)    | <b>EDU5: ATTask Fundamentals</b> (Part 2 of 2)<br>Imperial Ballroom C   |
| 9:00 - 10:30 am   | <b>Business Network: Team Members: You are Clear for Takeoff!</b> <b>Presenters will include Scott Stuber, ATTask President &amp; CEO, Mike Bostler, ATTask CEO, Heather Williams, ATTask VP of Marketing, and Doug Williams, ATTask Senior Consultant.</b> |  |  |   |
| 11:00 - 12:00 pm  | <b>EDU2: ATTask Project Management</b> (course resumes)<br>Imperial Ballroom D  | <b>EDU3: ATTask Administrator</b> (course resumes)<br>Vienna (3rd Floor) | <b>EDU4: ATTask Reporting</b> (course resumes)<br>Sussex (3rd Floor) | <b>EDU5: ATTask Fundamentals</b> (course resumes)<br>Imperial Ballroom C  |
| 12:00 - 1:30 pm   | <b>Lunchtime Lunch</b> (Grand Ballroom A/D)   |  |  |   |
| 3:00 - 5:00 pm    | <b>EDU2: ATTask Project Management</b> (course resumes)<br>Imperial Ballroom D  | <b>EDU3: ATTask Administrator</b> (course resumes)<br>Vienna (3rd Floor) | <b>EDU4: ATTask Reporting</b> (course resumes)<br>Sussex (3rd Floor) | <b>EDU5: ATTask Fundamentals</b> (course resumes)<br>Imperial Ballroom C  |
| 2:00 - 3:00 pm    |   |  |  | <b>BSA21. Resource Management</b><br>Eric Lopez, Senior Consultant, ATTask<br>Grand Ballroom B/C  |
| 3:00 - 4:00 pm    |   |  |  | <b>BUS11. Communication: A Point of Project Failure and Recovery</b><br>Doug Williams, Senior Consultant, ATTask<br>Grand Ballroom B/C  |
| 4:00 - 5:00 pm    |   |  |  | <b>TECH11. Year of the New Stream APIs</b><br>Sean Stephenson, Development Manager, ATTask<br>Grand Ballroom B/C  |
|                   |   |  |  | <b>BSA31. The ABCs of Project Management</b><br>Andy Taylor, PMO Program Manager, ATTask<br>Imperial Ballroom C   |
|                   |   |  |  | <b>BUS31. A Case Study for an Out-Of-The-Box Approach to Implementation</b><br>Chris Reed, Manager, Marketing Project Management, Heather Galt, & Pro Supervisor, BEI<br>Grand Ballroom B/C |
|                   |   |  |  | <b>TECH31. ATTask Methodology</b><br>Nathan Green, Education Manager, ATTask<br>Murgan Garden Salon   |
|                   |   |  |  | <b>BSA41. Reporting: Focusing Your View</b><br>Matt Mitchell, Curriculum Team Lead, ATTask<br>Imperial Ballroom C   |
|                   |   |  |  | <b>BUS41. Challenges and Solutions to Implementation, Training and User Adoption</b><br>Steven Barth-Thomson, IT Business Engineering Manager, Morrison & Foxwell LLP<br>Grand Ballroom B/C |
|                   |   |  |  | <b>TECH41. Tips and Tricks for Implementing Scrum Agile with ATTask</b><br>Brian Hansen, Business Analyst, ATTask<br>Murgan Garden Salon  |

**Conference | Wednesday, February 9, 2011**

|                   |  |   |   |   |
|-------------------|--|---|---|---|
| 7:00 am - 9:00 am | <b>Registration</b>  |   |   |   |
| 9:00 - 9:00 am    | <b>Conference Breakfast</b> (Grand Ballroom A/D)   |   |   |   |
| 9:00 - 9:00 am    | <b>EDU2: ATTask Project Management</b> (Part 1 of 2)<br>Sussex (3rd Floor)   | <b>EDU5: ATTask Advanced Reporting</b> (Part 1 of 2)<br>Vienna (3rd Floor)    | <b>EDU4: ATTask Reporting</b> (Part 1 of 2)<br>Imperial Ballroom D    | <b>EDU3: ATTask Administrator</b> (Part 1 of 2)<br>Vienna (3rd Floor)   |
| 9:00 - 10:30 am   | <b>Keynote: Talking Work with Ty &amp; Rachel</b> <b>Hours of the product portfolio will introduce Donna Fitzgerald, Research Director, Gartner; Derek Neill, Program Manager for Analytics, Sage Software; President &amp; CEO, ATTask, George Mitchell, Lead the Strategy and Performance, Grand Ballroom B/C.</b> |   |   |   |
| 11:00 - 12:00 pm  | <b>EDU2: ATTask Project Management</b> (course resumes)<br>Sussex (3rd Floor)  | <b>EDU5: ATTask Advanced Reporting</b> (course resumes)<br>Vienna (3rd Floor) | <b>EDU4: ATTask Reporting</b> (course resumes)<br>Imperial Ballroom D | <b>EDU3: ATTask Administrator</b> (course resumes)<br>Vienna (3rd Floor)  |
| 12:00 - 1:30 pm   | <b>Lunchtime Lunch</b> (Grand Ballroom A/D)  |   |   |   |
| 3:00 - 5:00 pm    | <b>EDU2: ATTask Project Management</b> (course resumes)<br>Sussex (3rd Floor)  | <b>EDU5: ATTask Advanced Reporting</b> (course resumes)<br>Vienna (3rd Floor) | <b>EDU4: ATTask Reporting</b> (course resumes)<br>Imperial Ballroom D | <b>EDU3: ATTask Administrator</b> (course resumes)<br>Vienna (3rd Floor)  |
| 2:00 - 3:00 pm    |  |   |   | <b>BSA51. Analyzing a Business Case</b><br>Mark Derrick, Senior Consultant, ATTask<br>Imperial Ballroom C   |
| 3:00 - 4:00 pm    |  |   |   | <b>BUS51. Embracing Agile Leadership: Making Better, Faster, Cheaper a Reality</b><br>Dina Fitzgerald, Research Director, Gartner<br>Grand Ballroom B/C                 |
| 4:00 - 5:00 pm    |  |   |   | <b>TECH51. Getting the Most Out of ATTask Technical Support</b><br>Ash Hardman, Customer Support Manager, ATTask<br>Murgan Garden Salon                                 |
|                   |  |   |   | <b>BSA71. Project Benefit Tracking</b><br>John Lantry, RSA, PMO, Senior Sales Consultant, ATTask<br>Imperial Ballroom C   |
|                   |  |   |   | <b>BUS71. Customer Case Study: ESPN</b><br>Michael Lane, Methodology and Portfolio Manager, ESPN<br>Grand Ballroom B/C  |
|                   |  |   |   | <b>TECH71. Using ATTask to Manage IT Departments</b><br>Chris Silva, Director of IT Operations, ATTask<br>Murgan Garden Salon   |
|                   |  |   |   | <b>BSA21. The Future of Work: The Model T, Agile and Herding Cats</b><br>Steve Ballard, Director of User Experience, ATTask<br>Imperial Ballroom C                      |
|                   |  |   |   | <b>BUS21. Just Do It: How Nike Got Off and Running with ATTask</b><br>David Hirsch, JD, Rapid Prototyping & Operational Planning Manager, Nike<br>Imperial Ballroom B/C |
|                   |  |   |   | <b>TECH81. When One Milestone Path Isn't Enough</b><br>Doug Den Hoed, Director, Chris Reid, Project Manager, Lumina<br>Murgan Garden Salon                              |
| 6:00 - 10:00 pm   | <b>Conference Party: Stream Counts Party</b> <b>Guests will visit the Stream Counts Party where there will be cash prizes for top stream, interact with experts from ATTask, LinkedIn, and other social networks.</b> (Grand Ballroom B/C)   |   |   |   |

**Conference | Thursday, February 10, 2011**

|                   |   |   |   |  |
|-------------------|---|---|---|--|
| 7:00 am - 9:00 am | <b>Registration</b>   |   |   |  |
| 9:00 - 9:00 am    | <b>Conference Breakfast</b> (Grand Ballroom A/D)  |   |   |  |
| 9:00 - 9:00 am    | <b>EDU2: ATTask Project Management</b> (Part 2 of 2)<br>Sussex (3rd Floor)  | <b>EDU5: ATTask Advanced Reporting</b> (Part 2 of 2)<br>Vienna (3rd Floor)    | <b>EDU4: ATTask Reporting</b> (Part 2 of 2)<br>Imperial Ballroom D    | <b>EDU3: ATTask Administrator</b> (Part 2 of 2)<br>Vienna (3rd Floor)  |
| 9:00 - 10:00 am   |   |   |   | <b>BSA51. Unleashing the Hidden Power of ATTask</b><br>Devyn Parker, Sales Engineer, ATTask<br>Imperial Ballroom C |
| 10:00 - 11:00 am  |   |   |   | <b>BSA32. Reporting: Focusing Your View</b><br>Matt Mitchell, Curriculum Team Lead, ATTask<br>Imperial Ballroom C  |
| 11:00 - 12:00 pm  |   |   |   | <b>BUS32. The ABCs of Project Management</b><br>Andy Taylor, PMO Program Manager, ATTask<br>Imperial Ballroom C    |
| 12:00 - 1:30 pm   | <b>Diverse Luncheon: Innovation Sneak Peak</b> <b>Clayton and Abby ATTask CSR Team Schaefer will host an inside look at some of the exciting innovations brewing inside ATTask Labs (NOTE: No media will be allowed)</b> (Grand Ballroom B/C) |   |   |  |
| 2:00 - 5:00 pm    | <b>EDU2: ATTask Project Management</b> (course resumes)<br>Sussex (3rd Floor)   | <b>EDU5: ATTask Advanced Reporting</b> (course resumes)<br>Vienna (3rd Floor) | <b>EDU4: ATTask Reporting</b> (course resumes)<br>Imperial Ballroom D | <b>EDU3: ATTask Administrator</b> (course resumes)<br>Vienna (3rd Floor)   |
|                   |   |   |   | <b>BSA51. Unleashing the Hidden Power of ATTask</b><br>Devyn Parker, Sales Engineer, ATTask<br>Imperial Ballroom C |
|                   |   |   |   | <b>BSA32. Reporting: Focusing Your View</b><br>Matt Mitchell, Curriculum Team Lead, ATTask<br>Imperial Ballroom C  |
|                   |   |   |   | <b>BUS32. The ABCs of Project Management</b><br>Andy Taylor, PMO Program Manager, ATTask<br>Imperial Ballroom C    |
|                   |   |   |   | <b>TECH52. Setting up an ATTask Request Queue</b><br>Nate Thayer, Senior Consultant, ATTask<br>Murgan Garden Salon |