



MARCH 19, 2008
MaRS Centre, Toronto

Experience!Tech 2008 brings you the plenary sessions and keynote via live broadcast from IDC's annual Directions Conference in Boston combined with MaRS Master Classes in Toronto. Together, this event highlights the important technology advances, emerging business models and technology leaders who are shaping today's competitive markets. This exciting event will focus on the market trends and players who are disrupting customer behaviour and driving market demand in key sectors such as mobile, search, infrastructure, communications, social media and location-based services.

Experience!Tech 2008 features leading IDC technology analysts and innovation leaders that help you get a better view of what lies ahead. The event will also bring out some of the tech community's brightest and most successful players. Our MaRS Master Class sessions feature interactive, moderated discussions that speak to what matters most today in building successful tech ventures. The Experience Tech 2008 Company Showcase will also host an exhibit area featuring over a dozen promising companies chosen from some of the hottest tech sectors.

Experience!Tech 2008 is not just about technology. It's about the people that power successful companies. This event is specially designed to create a more focused and engaging dialogue between entrepreneurial talent, market analysts, investors and the industry leaders who know how to build successful tech companies.

Why Attend?

Understand the Trends: Learn from leading analysts and experienced entrepreneurs about what trends and opportunities are tech landscape

Model Best Practices: Learn from successful tech leaders about how they are growing their companies?

Find Deals: Identify emerging investment opportunities and see product demos. from promising tech companies

Get Networking: Build relationships with investors, technology CEOs, corporate buyers and tech talent

Who Should Attend?

Entrepreneurs
Investors
Professional Services Providers
Corporate Buyers & Innovators
Government Representatives
Academics

Produced by:



Company Showcase

Over a dozen companies will have the opportunity to meet with attendees in our exhibition display area. A variety of promising technologies and emerging companies will be featured in sectors such as:

Mobile Applications
Data and Voice Networking
Location-Based Services
Next-Generation Search
Web & Blog Analytics & Research
Consumer-Generated Media

Agenda

Wednesday March 19th - Morning Sessions

In partnership with IDC, MaRS kicks off Experience!Tech 2008 with keynote sessions from one of the tech industry's premier events. Broadcast live from Boston, the morning portion of our event will feature some of IDC's leading analysts as they address the shifting technology marketplace, as well as the leaders and innovations set to open up the next wave of high-growth markets.

Tech X.0: Mastering New Business Models and Markets - We are shifting to a technology marketplace in which 1.0, 2.0 and other ".0" labels no longer make any sense. It's a marketplace defined by continuous, parallel and global streams of innovation: in offerings, development models, distribution models and usage models. In this "X.0" marketplace, an explosion of convergence is driving new, mashed-up offerings and models, fueling new demands in traditional and emerging customer segments, and redefining industry alliances. The leaders in this new marketplace will be those who shape and master the new business models and offerings.

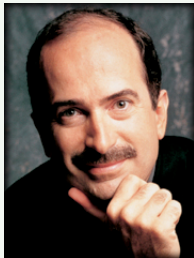
Time	Session	Topic	Speaker(s)
7:30-8:45am	Toronto	Doors Open Continental Breakfast	
8:30-8:55am	Toronto	Introductory Remarks	Dr. Ilse Treurnicht. CEO, MaRS
9:00 – 9:15	Live broadcast from IDC Directions 2008 in Boston	Welcome & Introduction	Kirk Campbell, President and Chief Executive Officer, IDC
9:15 – 9:50	Live broadcast from IDC Directions 2008 in Boston	ICT Transformation X.0	John F. Gantz, Chief Research Officer and Senior Vice President, IDC
9:50-10:35	Toronto	Keynote: The New Playbook for Venture 2.0: How to get from \$0 to exit with less capital	Grover Righter - General Manager & VP Marketing, iMobileInternet.com (SanFrancisco)
10:25-10:55am	Toronto	Networking Break	
10:55 – 11:30am	Live broadcast from IDC Directions 2008 in Boston	Data at the Decision Point – The Smart Enterprise	Scott Lundstrom – Vice President, Research, Health Industry Insights, IDC
11:30 – 12:05pm	Live broadcast from IDC Directions 2008 in Boston	Enterprise IT in the Post- Disruption Marketplace	Frank Gens, Senior Vice President, Research, IDC
12:05-1:15pm	Toronto	Networking Lunch	

Wednesday March 19th - Afternoon Sessions

MaRS Master Classes - Learn from some of the tech community's brightest and most successful players in our MaRS Master Class sessions. These interactive moderated session tracks will focus on what really matters in building a successful tech venture.

Time	Session	Topic	Tracks
12:05	Toronto	Exhibit Floor Opens	
1:15-2:15pm	Toronto	MaRS Master Classes: Mentor Sessions	<u>Enterprise 2.0</u> Butch Langlois (Moderator) – PlanetEye Alan McMillan – Empirical Eric Goodwin - Fortiva Ron Mackenzie – Octopz
			<u>Web 2.0</u> Stuart MacDonald (Moderator) - Tripharbour.com David Crowe – Microsoft Jeff Fedor - Founder Ardesic, Covarity Leila Boujnane – Idée Inc.
2:30-3:30pm	Toronto	MaRS Master Classes: Mentor Sessions	<u>Social Networks</u> Jesse Hirsh (Moderator) - Media Collective, TAO & Openflows.org Jay Goldman - Radiant Core Jeremy Wright - B5 Media Tomi Poutanen - Former Head of Yahoo! Social Search
			<u>Mobile</u> Randall Howard (Moderator) – Verdexus David Neale – TELUS Grover Righter - iMobileInternet (Streaming Media)
3:30-4:00pm	Toronto	Networking Break	

Wednesday March 19th - Afternoon Keynote



The Ten Faces of Innovation: Managing in a Market of Continuous Change **Tom Kelley** General Manager, IDEO and Author, *The Art of Innovation*

Mr. Kelley's presentation on The Ten Faces of Innovation will highlight the meta-lessons his firm IDEO has learned from working with its worldwide clients on thousands of technology-oriented innovation programs. He will describe how adopting powerful creative roles can make innovation personal in a way that yields renewed energy and improved agility for individuals, teams, and technical organizations.

Among these innovation roles are the Anthropologist, who finds new opportunities by observing how people interact with technology in their lives; the Experimenter, who learns through enlightened trial and error; and the Cross-Pollinator, who looks far afield for insights from other industries and even other countries. Mr. Kelley will describe how nurturing those roles can help technology companies build and reinforce their own unique culture of innovation.

Time	Session	Topic	Tracks
4:00 – 5:15pm	Live broadcast from IDC Directions 2008 in Boston	Closing Keynote – The Ten Faces of Innovation: Managing in a Market of Continuous Change	Tom Kelley – General Manager, IDEO and Author, <i>The Art of Innovation</i>
5:15-5:20pm	Toronto	Closing Remarks	

Confirmed Speakers

KEYNOTE SPEAKERS

Tom Kelley
General Manager, IDEO
Author of "The Art of Innovation"

Grover Righter
General Manager & VP Marketing for Streaming Media & Internet Advertising, iMobileInternet.com

MaRS MASTER CLASS SPEAKERS

Leila Boujnane	Co-founder & CEO, Idée Inc.
David Crow	Senior User Experience Advisor, Microsoft Canada
Jeff Fedor	Founder and CTO of Covarity and Ardesic
Jay Goldman	President, Radiant Core
Eric Goodwin	CEO, Fortiva
Jesse Hirsh	Founder of the Media Collective, TAO & Director of Openflows.org
Randall Howard	Chairman, Iotum Corporation & General Partner, Verdexus
Butch Langlois	CEO, PlanetEye
Stuart MacDonald	CEO, Tripharbor and Former Chief Marketing Officer, Expedia US
Ron McKenzie	Chief Executive Officer, Octopz
Alan McMillan	Chief Executive Officer, Empirical
David Neale	SVP Products and Services, TELUS Consumer Solutions
Tomi Poutenan	Former Head of Yahoo! Social Search
Jeremy Wright	CEO, B5 Media & Author of "Blog Marketing"

Complete speaker bios available at: www.marsdd.com/exptech08

Location

MaRS Centre, 101 College Street
Toronto, ON, M5G 1L7

For complete directions visit: www.marsdd.com

Registration Details

Early Registration \$95+ GST
Student Registration \$25+GST (limited availability)

To register visit:
www.marsdd.com/exptech08

