



MORE IS POSSIBLE®:
The Power of One/Won

OUR VIRTUAL EVENT WILL OPEN UP AT 9:30 AM TO ENSURE YOU HAVE TIME TO GET ACCLIMATED!

	TANTALIZING TRADESHOW	TECHNICAL EXCELLENCE	
10:00 am – 10:40 am		Getting Off the Ground: The Cloud and 3D Printing	The Power of PDM
11:00 am – 11:40 am		Scalable Simulation & Engineering Collaboration	Problem Solved: How our Customers' Won with CSM
12:00 pm – 12:30 pm		KEYNOTE SPEAKER – KEN CLAYTON, MARKFORGED	
12:30 pm – 1:00 pm		LUNCH	
		BUSINESS TRANSFORMATION	
1:00 pm – 1:40 pm		The Power of 1%: Business Transformation Made Easy	One for the Win: The 3DEXPERIENCE Platform
2:00 pm – 2:40 pm		The 1% Workshop	Disrupt the Supply Chain with Additive Manufacturing
3:00 pm – 4:00 pm		KEYNOTE SPEAKER – GEOFF WOODS, THE ONE THING	

**** What's New in SOLIDWORKS 2022 will be available all day and on-demand for your convenience. ****

CHECK OUT THE NEXT PAGE FOR MORE INFORMATION. YOU CAN LEARN ABOUT OUR KEYNOTE, ACTIVITIES HAPPENING THROUGHOUT THE DAY, SWAG GIVEAWAYS, AND A DETAILED EXPLANATION OF EACH BREAKOUT.



KEYNOTE SPEAKER #1

THE FRONTLINES OF LEADERSHIP

KEN CLAYTON – Senior Vice President of Global Sales, Markforged

What does leadership really look like? Whether you're in a corner office or on the shop floor, leadership is not defined by where you are (physically OR in the organizational chart). A true leader takes the initiative to innovate and accelerate every aspect of the business. Markforged's Ken Clayton explains why you don't need to sit at the top of the org chart to truly lead from the front.

Ken Clayton has served as Markforged's Senior Vice President of Global Sales since March 2021. Previously, he spent more than 20 years at SOLIDWORKS within Dassault Systèmes SE. He held many prestigious titles such as Vice President of North America, Vice President of Americas, and then Senior Vice President of Worldwide Sales. Over the course of his career, Ken has experienced firsthand the impact that empowered team members can have on their business's bottom line. His passion for inspiring others to embrace innovative tools and technology has made him a respected leader in the engineering and manufacturing landscape.

KEYNOTE SPEAKER #2

THE ONE THING TO UNLEASH EXTRAORDINARY RESULTS

GEOFF WOODS – Senior Vice President of Global Sales, The One Thing

Every person has too much to do and not enough time. The waste amplifies when you look across your entire team. When people can't focus on what matters most, they work longer hours and sacrifice their personal lives. In this session Geoff Woods discusses how to stop spending your time and start investing it so you can shift from being busy to being productive and achieve extraordinary results personally & professionally.

Geoff Woods is the Co-Founder & President of ProduKtive®, the training company behind the national bestseller [The ONE Thing](#) and the host of The ONE Thing podcast, which is in the top 5% of all podcasts in the world. Geoff is an advisor to executives ranging from small business owners to Fortune 500 CEOs, helping them design the future of work, and create cultures where people are clear on what matters most so they achieve extraordinary results.

GAMIFICATION:

Make sure to get in on the action with our awesome gamification! We have a unique tab which lists all the cool ways that you can earn points and move up in the ranks. During our event, we will have a live leaderboard, and depending on your actions or interactions—you could win some awesome swag!

TANTALIZING TRADESHOW:

Our tradeshow will be running all day. It is an opportunity for you to see a lot of our products and offerings. Stop by all the booths to learn more about forward thinking solutions for your company. Each booth has a dedicated rep or two who is more than willing to share resources, or even hop on a live video chat with you!

BREAKOUT SESSION DETAILS:

This year we separated our content and our day into two tracks. Our morning track focuses on Technical Excellence and is best suited for end users. It drills down on technical content, practical applications, etc. In the afternoon, we have Business Transformation, and this is best suited for management. It is a more consultative approach to your critical business issues and strategy. Though we've broken up the day for easier access, we encourage you to experience both tracks and choose your schedule according to what is most appealing!



TITLE	TRACK	INFO
Getting Off the Ground: The Cloud and 3D Printing	Technical Excellence	Last year, you all went nuts for our quadcopter session. So, we're continuing the series! We are combining the most powerful CAD design software with the industry's best 3D Printing hardware (AND doing it all in the Cloud). Join us as we leverage the project management capabilities of the 3DEXPERIENCE Platform and the robust power of MARKFORGED 3D Printers to help DesignPoint's quadcopter project get off the ground.
The Power of PDM	Technical Excellence	There's nothing like the Power of Product Data Management (PDM) – if you're using it to its full potential. What's the one step you need to take your PDM to the next level for your business? Customization. Learn how to redesign your workflows and datacards to get the most out of SOLIDWORKS PDM Professional. You won't believe what PDM can do until you see this session for yourself.
Scalable Simulation and Engineering Collaboration	Technical Excellence	The groundbreaking technologies within the 3DEXPERIENCE Platform's SIMULIA portfolio elevate engineering by effortlessly integrating simulation into the product design cycle. With the power of the ABACUS solver, SOLIDWORKS users are now able to take their simulation to the next level. Dassault Systemes' Sasi Sithambaram, shows us how these tools can have a massive impact on your design process.
Problem Solved: How our Customers' Won with CSM	Technical Excellence	One powerful change can make all the difference for your business. DesignPoint's Customer Success Management (CSM) experts will share stories from customers just like you who have achieved success through our CSM Program. Listen to successes ranging from improved modeling practice, optimized document control, and better ROI for 3D Printing.
The Power of 1%: Business Transformation Made Easy	Business Transformation	Continuous improvement is hard. We're constantly busy, spending all our efforts simply trying to keep up. Who has time to identify and execute a plan for improvement? It's a lot easier than you might think when you focus on the Power of 1%. DesignPoint's VP of Business Transformation, Brett Dunn, discusses the tools you need to optimize your business. Learn about these tools and then put them into practice at the 1% Workshop.



The 1% Workshop

Business Transformation

What's the one issue that's holding your business back? In this interactive workshop you'll use DesignPoint's simple tool to discover the answer AND develop a strategy to overcome your challenge. Workshop attendees will be eligible for a free one-hour consultation with DesignPoint to discuss going after the goals established during the workshop. Have your pen and paper ready...we're doing this together!

Disrupt the Supply Chain with Additive Manufacturing

Business Transformation

Physical parts keep the world spinning. Still, an increasingly complex and unstable supply chain can stop your products from going to market as easily as a boat on the Suez Canal. Rethink the assumptions we have always made about supply chain reliance with Markforged's Ross Adams and DesignPoint's Andrew Garchik.

One for the Win: The 3DEXPERIENCE Platform

Business Transformation

Do you really need a CAD solution in the Cloud? Dassault Systemes' Toby Schnaars will go beyond WHY the 3DEXPERIENCE Platform will transform the way you do business to show you HOW customers have achieved their success with this innovative collaboration tool. Get inspired by the possibilities of SOLIDWORKS in the Cloud.

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