

Dear PIMA Conference Attendee,

Thank you for attending PIMA's 2020 Virtual Leadership Conference. With your calendar blocked it's time to learn, network and identify ways to help your organization thrive. You'll also want to plan time with our participants in the Technology Pavilion. Each one applied and was selected by PIMA's Programming Committee as a fit for our members.

This conference is all about leadership. We challenge you to stretch yourself as a leader and be open to a session you think may not apply to you. You may learn something that surprises you!

Please be sure to join a few minutes early each day to familiarize yourself with the platform and ensure your device connects. A detailed agenda can be found in the PIMA Whova App. The app will adjust to your local time zone. Below is a consolidated view.

**All times listed below are in Central Time.**

### Monday, June 15

Start	End	Platform: Zoom
8:00 AM	4:00 PM	Virtual Networking & Business Development Meetings on Your Own
11:30 AM	1:00 PM	Peer to Peer Roundtable
3:30 PM	4:45 PM	PIMA Happy Hour

### Tuesday, June 16

Start	End	Platform: Intermedia AnyMeeting
9:00 AM	9:30 AM	Opening Remarks & Conference Kickoff
9:30 AM	10:30 AM	Keynote: Leading to Thrive, Not Survive
10:30 AM	10:45 AM	BREAK
10:45 AM	11:15 AM	Forging New Paths During an Uncertain Economy
11:15 AM	11:45 AM	Office Lockdowns: Time to Step Up Your Digital Sales Game
11:45 AM	12:15 PM	Leading & Engaging A Remote Workforce
12:30 PM	1:00 PM	BREAK
1:00 PM	2:15 PM	Workshop: Leading Change: From Knowing to Doing
2:30 PM	3:30 PM	PIMA Technology Virtual Tour

### Wednesday, June 17

Start	End	Platform: Intermedia AnyMeeting
9:00 AM	9:30 AM	PIMA Company Showcases
9:30 AM	10:15 AM	Affinity 2030: Insight Panel
10:15 AM	10:30 AM	BREAK
10:30 AM	11:00 AM	Winning the Customer in a Disruptive Landscape
11:00 AM	11:30 AM	When Do You Build Your Talent Pipeline During a Pandemic? The Answer is Now
11:30 AM	12:15 AM	COVID-19 Regulatory Issues
12:15 PM	12:30 PM	BREAK
12:30 PM	1:00 PM	PIMA Insights Awards & The Best of PIMA Virtual
1:00 PM	1:15 PM	Closing Remarks

### Thursday, June 18

Start	End	Platform: Intermedia AnyMeeting
8:00 AM	4:00 PM	Virtual Networking & Business Development Meetings on Your Own
9:00 AM	10:30 AM	Workshop: Adventures in Venture Building