



PRODUCT CAMP CHEAT SHEET

AM Schedule:

Time	Room	Presenter - Session Title
8:00	Town Hall Building	Registration/Networking/Coffee/Snacks/Voting
9:00	Town Square ABC	General Session – Welcome/Keynote – Dane Glasgow, Vice President of Global Product Management @ eBay Marketplaces
10:00	Breakout Session 1 (see topics below)	

Title	Room Name	User Name
Stump the Product Management Experts	Town Square A-B	Brian Lawley
Data Driven Product Management : Ten Metrics Every Product Manager Should Know	Town Square C	Ritu Narayan
User Centered Design: How to Please Users and Get the CEO Off Your Back	Fireside A-B	Dan Arra
Agile Portfolio Steering	Fireside C	Ronica Roth
Next generation PM - Building Great Products with Your Kids	Fireside D	Etay Gafni
It's Time for a New Class of Product Manager...Because Something Has to Change!	Parley	John Mansour
Can You Hear Me Now? :(Round Table	Catherine Connor
Mining the Sales Pipeline for Market, Competitor and Product Trends	Shoot The Breeze	Raj Rajamani
3 Different Methods to Define & Build Awesome Products	Chin Wagger	Mike Harding

11:00 Lobby Voting for afternoon sessions ends

11:00 Breakout Session 2 (see topics below)

Title	Room Name	User Name
The Seven Phase Standard Product LifeCycle	Town Square A-B	Brian Lawley
How to be a Lean Product Ninja	Town Square C	Dan Olsen
Shorten Time to Market with No-Cost Product Training	Fireside A-B	Eric Doner
Estimating Business Value	Fireside C	Chris Sims
UxD for Product Managers - Research and Design Techniques for the Real World	Fireside D	Mary Piontkowski
How to Break into Product Marketing and Product Management	Parley	Tim Johnson
Lean Startup for Non-Startups	Round Table	Catherine Connor
How To Become an Independent Product Management Consultant	Shoot The Breeze	Sue Raisty-Egami
Deciding What Not to Do	Chin Wagger	Gregory Yankelovich

11:45 Lunch Town Hall Lobby (to get food); dining outside or in Cafeteria (across the courtyard)

12:15 Afternoon session schedule posted

PM Schedule:

12:45 Town Square ABC General Session
1:30 Breakout Session 3 – sessions TBD
2:30 Breakout Session 4 – sessions TBD
3:30 Breakout Session 5 – sessions TBD
4:15 Product Camp over; clean-up/pack up

Guidebook Mobile App:

This tool is your personal concierge to Product Camp. You can see all session schedules and room assignments as soon as they are determined, meeting room maps/locations, create a personalized Product Camp schedule, capture To Do's, and get familiar with our Product Camp sponsors all with the help of this handy dandy tool.

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To use the app:

- 1) Click on Schedule to see currently scheduled events; click on any event to see more detail and or add any event/session to your customized schedule (My Schedule)
- 2) Click on Sponsor to see all sponsors and links to their websites
- 3) Can also enter your own To Dos, follow the #SVPCamp Twitter feed, Tweet, look at the eBay building map, and more...

Other logistics:

Twitter hashtags: #SVPCamp (general info/comments)
#SVPCampJobs (to connect hiring firms with interested candidates)
#SVPCampMeet (to connect any attendees w/one another for any reason)

Flickr tag: SVPMA group, tag: SVPCamp

eBay WiFi SSID: eBayGuest (Password: BuyItNow!)