



EXCEED

Agenda subject to change

Time	Topic	Speakers	Description
Thursday, October 5			
BREAKFAST AND REGISTRATION			
8:30-9:15	Exceed Together	Claude Pumilia, DAT President & CEO	What will it take to exceed customer expectations in transportation's next evolution? Success going forward means having to do more than simply react to the challenges of today but to solve for tomorrow. While the problems will be familiar, the solutions require going beyond our current capabilities.
9:15-10:00	Solving Uncertainty: The Next Evolution of DAT Products	Nadya Duke Boone, DAT Chief Product Officer	Future success requires accurate and reliable solutions. Get a sneak peek of freight and analytics tools that will expand your business capabilities, so that you can compete, perform and prosper in tomorrow's transportation industry.
BREAK			
10:15-11:00	Forecasting the Freight Economy Panel Discussion	DAT Market Experts: Chris Caplice , Senior Research Scientist MIT and Chief Scientist DAT; Ken Adamo , Chief of Analytics DAT; Dean Croke , Principal Analyst, DAT	Change is the only constant in truckload transportation. To help you anticipate and plan ahead, we'll dive deep into the forces driving market conditions and look at key indicators to help you prepare for future volatility.
NETWORKING LUNCH			
1:00-1:45	Breakout: Not All Data Is Created Equally	Chris Caplice , Senior Research Scientist MIT and Chief Scientist DAT; Ken Adamo , Chief of Analytics DAT; Inam Iyob , Director, Data Operations	Collecting data isn't useful if it doesn't provide you with actionable insights. There are five key questions to ask when evaluating a freight analytics partner in order to make sure you're getting accurate business intelligence so that you can act with confidence.
1:00-1:45	Breakout: Bidding with Confidence	Tom Curree , SVP Kingsgate Logistics	Historically, bidding on an RFP has been a labor-intensive process, and too often it's involved some degree of guesswork. But with powerful analytical tools, you can craft winning bids in minutes rather than weeks.

1:00-1:45	Product Lab: Automated Freight Tendering Cover more loads in a fraction of the time using Priority Booking tools from DAT One.	Sarita Benjamin Sr. Director, Product	Automated Freight Tendering In this hands-on lab, we'll walk you through easy-to-perform steps that will allow you to cover more loads in a fraction of the time using Priority Booking tools from DAT One.
BREAK			
2:00-2:45	Breakout: Specializing in Specialty Freight	Ken Adamo , Chief of Analytics DAT	Complicated shipments require specific expertise. Learn about the ins and outs of specialized freight, from equipment and securement to insurance and costs, and what it takes to set yourself up for success with specialty carriers.
2:00-2:45	Breakout: Building a Better Network	Sarita Benjamin , Sr. Director, Product, DAT	Carrier relationships are at the core of every transportation and logistics operation. We'll explore strategies for growing and nurturing those relationships, building out private networks that will in turn extend the reach of your business.
2:00-2:45	Product Lab: Bid Management	Tamir Dov , Product Manager, DAT	Add confidence and clarity to your bids with the RFP Tool from DAT IQ so you can secure long-term, profitable business.
BREAK			
3:00-3:45	Breakout: Demystifying Pricing - Strategy and Tools		With all the data available today in the transportation space, it can be difficult to separate signal from noise. Dive into strategies and tools that will supercharge your pricing insights, and learn the metrics that matter most when analyzing market rates.
3:00-3:45	Product Lab: Pricing Data Decoded		Dig into the different levels of granularity available in RateView Analytics, learning how the variety of market rate data points inform and empower your pricing.
BREAK			
4:00-5:00	Turn Middle Ground Into High Ground		In order to exceed together, each segment of the transportation industry has to work toward the benefit of one another. In this panel, we discuss how shippers, brokers and carriers can work together for win-win-win scenarios.
DAT HOSTED DINNER - Bouldin Acres			
Friday, October 7			
BREAKFAST AND REGISTRATION			
8:30-9:15	Special Guest Speaker: Michael Rogers, Futurist Transportation: The Path Ahead	Michael Rogers , Futurist Michaelrogers.com	The future of transportation will blend everything from alternative fuels and artificial intelligence to supply chain redesign, increasing automation plus growing demands for sustainability and resilience. How can shippers keep up with—and anticipate—the changes to come?
BREAK			
9:30-10:15	Breakout: Scaling with Speed		

9:15-10:00	Breakout: Stay a Step Ahead of Cargo Fraud		As the industry continues to evolve, so too does cargo fraud. As scammers become more sophisticated in their tactics, there are safeguards you can put into place to keep your cargo secure and ensure your shipments arrive safe and sound.
9:15-10:00	Product Lab 2: Bid Management.	Tamir Dov , Product Manager, DAT	Product Lab: Bid Management We'll dive into the brand new RFP Tool from DAT iQ, which allows you to add confidence and clarity to bids that will help you secure long-term, profitable business.
BREAK			
10:30 -11:30	Why Not Your Best?	Terry Bradshaw	At a time when business is experiencing very serious challenges, perhaps it's time to go back to basics and take a closer look at what makes people successful despite disappointment, adversity and relentless competition. Legendary Hall of Fame Quarterback Terry Bradshaw, a success both on and off the field, shares with audiences his strategies for maintaining success through persistent self-improvement.
NETWORKING LUNCH			
1:00-1:45	Breakout: Going Big: Strategies for Growing Your Brokerage	Steve Blair , General Manager, DAT Broker TMS	By understanding the risk-reward trade offs that are inherent in transportation and logistics, you can choose a business model for your freight brokerage that sets the foundation for long-term success.
1:00-1:45	Product Lab: Market Conditions Index		Need a fast way to gauge the market? With the Market Conditions Index, you can use the definitive truckload supply and demand metric to find opportunities and anticipate market changes.
BREAK			
2:00-2:45	Product Lab: Pricing Data Decoded		Dig into the different levels of granularity available in RateView Analytics, learning how the variety of market rate data points inform and empower your pricing.
2:00-2:45	Product Lab: Load Post Hacks	Robert Rouse , DAT Product Manager	Need your loads to stand out from the crowd. These proven tips and tricks will make your load posts more attractive to carriers so you can cover even the most difficult shipments.
2:00-2:45	Product Lab 6: Custom Pricing Tools		RateView Analytic shows you more than just the market averages. With new metrics from DAT iQ, you can also quickly price shipments based on commodity, timing and your specific criteria.