



Agenda subject to change

Time	Topic	Speakers	Description	Room
Thursday, October 6				
7:30 -8:30 BREAKFAST AND REGISTRATION				Tejas Room
8:30-8:45 am	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.	Grand Ballroom
8:45-9:30 am	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.	Grand Ballroom
9:30-9:45 BREAK				
9:45-11:00 am	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. Special guest Analyst: Tim Denoyer , ACT Moderated by Ken Adamo , DAT Chief of Analytics	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.	Grand Ballroom
11:00-1:00 NETWORKING LUNCH				Tejas Room
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 Iyooob , Director of 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.	Room 204

1:00-1:45	Breakout: Bidding with Confidence	Tom Curee , Senior VP of Kingsgate Logistics	Historically, bidding on an RFP has been a labor-intensive process, and too often it involves some degree of guesswork. But with powerful analytical tools, you can craft winning bids in minutes rather than weeks.	Room 203
1:00-1:45	Product Lab: Automate with Priority Booking	Jaime Salazar , Product Manager DAT, Sarita Benjamin Sr. Director, Product, DAT and Andrew Smith , VP Sales & Operations, Circle Logistics	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.	Room 202
1:45- 2:00 BREAK				
2:00-2:45	Breakout: Specializing in Specialty Freight	Ken Adamo , Chief of Analytics, DAT and Jason Frederick , VP Operations, Miller Transfer, Nicole Glenn , CEO, Candor Exp	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.	Room 204
2:00-2:45	Product Lab: Load Post Hacks	Robert Rouse , DAT Product Manager and Chamaïne Jeffers , CEO, CDLife	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.	Room 203
2:00-2:45	Product Lab: Bid Management	Tamir Dov , Product Manager, DAT David Spencer , Director of Business Intelligence, Arrive Logistics	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.	Room 202
2:45 -3:00 BREAK				
3:00-3:45	Breakout: Demystifying Data Science	Scott Friesen - EVP, Echo Logistics	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.	Room 204
3:00-3:45	Making Sense of the Economic and Freight Tea Leaves	Lee Klaskow , Senior Analyst - Transportation and Logistics, Bloomberg	Supply chain constraints, moderating demand, inflationary pressure and labor challenges have created one of the more challenging environments for freight markets and the broader economy. Join Lee Klaskow, Bloomberg Intelligence's senior freight transportation and logistics analyst, who will try to make sense of the backdrop on truck, rail, air and ocean markets.	Room 203
3:00-3:45	Product Lab: Pricing Data Decoded	Alex Perry , Product Manager, DAT	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.	Room 202
3:45- 4:00 BREAK				
4:00-5:00	Turn Middle Ground Into High	J-Ann Tio , Chief Strategist Arrive Logistics, Joe	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.	Grand Ballroom

	Ground	Vitiritto , CEO, PAM Transport and David Domencic , Director of Transportation Procurement from Armada Supply Chain Solutions Moderated by Ken Adamo , DAT Chief of Analytics		
5:30 -9:00 DAT HOSTED DINNER OFF-SITE - (Follow signs to bus pickup area)				Bouldin Acres

Friday, October 7				
7:30 -8:30 BREAKFAST AND REGISTRATION				Tejas Room
8:30-9:15	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?	Grand Ballroom
9:15-9:30 BREAK				
9:15-10:00	Breakout: Building a Better Network	Sarita Benjamin , Product Dir, DAT, Justin Sachs , Director of Products, Schneider	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.	Room 204
9:30-10:15	Breakout: Scaling with Speed	Don Everhart , Chief Technology Officer, Freightvana	With today's interconnected supply chains, there's more and more pressure to scale up quickly. When you need to exceed your current capabilities to meet your customers' needs, these strategies can help you ramp up fast.	Room 203
9:15-10:00	Product Lab: Custom Pricing Tools	Cole Hytjan , Product Manager, DAT, Colin McChesney , Axle Logistics	RateView Analytics 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.	Room 202
10:15-10:30 BREAK				
10:30-11:30	Why Not Your Best?	Terry Bradshaw , Co-host and Analyst, FOX NFL Sunday and NFL Legend	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.	Grand Ballroom
11:30 -1:00 NETWORKING LUNCH				
1:00-1:45	Breakout: Going Big: Strategies for Growing	Steve Blair , General Manager, DAT Broker TMS, Dale Breshears	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.	Room 203

	Your Brokerage			
1:00-1:45	Product Lab: Market Conditions Index	Kassondra Van Keuren , Snr. Analytics Consultant, DAT	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.	Room 202
1:45-2:00 BREAK				
2:00-2:45	Product Lab: Load Post Hacks (Repeat)	Robert Rouse , DAT Product Manager and Chamaine Jeffers , CEO, CDLife	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.	Room 204
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