



ABOUT PLM BOOTCAMP

Introducing the 1st Virtual PLM Bootcamp for the Consumer Products Industry

WYSWYG Productions is proud to present the first Virtual Product Lifecycle Management educational event for the Consumer Products Industry – PLM Bootcamp 09'. With two days of jam packed educational webinars this event is designed to help Apparel, Footwear, Retail and manufacturing organizations learn everything about PLM and PLM best practices.

PLM Bootcamp 09' Target Audience

The PLM Bootcamp target audience includes: IT, Product Development, Design, Merchandising, Marketing, Graphic Design, Material Development, Color Teams, Quality Assurance Teams, Technical Design and Fit Teams, and C- level executives such as CEO, COO, CFO and CIO's that work in Retail and Manufacturing. Verticals we address include: Consumer Products, Apparel, Footwear, Textile, Toys, Packaging, Equipment, Uniforms and Sporting Goods. Academics are welcome as well as Students of Fashion, Merchandising and Textiles.

PLM Bootcamp 09' is a Virtual Event

No more walking down halls all day, checking into hotels, airfare and feeling like each event is an assault on your senses budget and schedule. Imagine having the ability to be there, when you want to, how you want to and learn what you want to at your own pace.

Consumer Products organizations are seeking thought leadership in PLM. WYSWYG Productions goal is to bring quality PLM content to your desk. Our format leverages the best and newest educational format - the Virtual Conference - a two day live event and a subsequently a two month on-demand event. The launch of the Fall Bootcamp will kick start our PLM educational-based virtual events which will take place quarterly throughout 2010. PLM Bootcamp 09' will be held on Thursday, October 8th and Friday, October 9th, 2009. Each day will start with a keynote speaker and be followed by a series of six fifty minute sessions. The day will end with a Virtual networking event which follows a panel session with the day's presenters. Sessions will start at 9 AM EST and will run until 5 PM. A brief intermission between the changing of sessions and a lunch break will provide time for conference attendees to chat and meet online. Virtual Exhibitor Booths will be available to visit. These booths will offer whitepapers, demo videos and chat with Exhibitor teams to learn more about products and services you are looking for. You pick which Exhibitors you want to meet.

PLM Bootcamp 09' Event Registration

The full package PLM Bootcamp registration cost is \$600.00 USD for twelve sessions including the morning keynotes. Attendees who register for the full conference package by September 7th will benefit from a 10% discount for a cost of \$540 for all sessions. Individual sessions are priced at \$75.00 USD and only include the first day key note. Six Session packages are also available at \$375.00 USD. Student and Academic registration is \$200 for all 12 sessions. Individual academic sessions are priced at \$20.00 USD. A 20% discount is available for groups of 5 or more. Registration covers the live two day event as well as access to the entire event till December 1st. Each attendee will be able to access the virtual content up to 4 times.

PLM Bootcamp 09' Session Topics

Sessions will be moderated and include individual PLM thought leaders as well as panels.

Session topics include; The Thinking Executive's Guide to a Better PLM Implementation: Develop a PLM strategy and reach your PLM goals; Look under the hood before you buy! A technical assessment guide to selecting and purchasing a PLM solution; PLM ROI Secrets – Learn how much money you can save by spending the right amount on your PLM solution; so you are going to buy a PLM solution? How to develop a PLM RFP – so your questions get answered before it's too late; The Art of PLM Leadership – Lessons from the Executive suite to the corner office; Don't pave the cow paths - Understand your As- is processes to better implement your PLM Solution; PLM unplugged –how to leverage PLM to do things better, faster and with more control than ever; The PLM Implementation Methodology Guide - Step by step do's and don'ts for implementing PLM solutions; PLM 911 – Measure twice and cut once: Manage your risk when implementing PLM with better requirements gathering; . If its not used its useless: Don't worry be Happy with your PLM solution; One Version of the Truth - Learn about the tools available to connect systems, data, people and processes and more.

Two Key note sessions with topics such as “From paralysis to prosperity with PLM - thriving with PLM” and post session panels will begin and end each session day. Chat is available throughout each day, during session intermissions and during breaks in the program. Event attendees will have the ability to network, ask questions and meet the high level attendees and presenters.

Your Registration Includes:

- Access to PLM Bootcamp 09' Live October 8th and 9th 2009
- Up to 4 logins to PLM Boot Camp On-demand from October 12th through December 18th 2009
- Access to Virtual Exhibitor Booths
- Access to the Sessions you have paid for & selected
- Access to the Key Note sessions you have selected
- Chat online with other attendees, exhibitors, speakers and sponsors
- Free Virtual Good bag downloads

PLM Bootcamp 09' is Seeking Exhibitors and Sponsors

Exhibitor and Sponsorship packages are available. To learn more about our Virtual PLM opportunities contact us at info@PLMBootcamp.com to speak to our associates.

On behalf of our team, sponsors and committee we look forward to seeing you at the event.

WYSWYG PRODUCTIONS



1st Virtual PLMBoot Camp'09 for the Consumer Products Industry | 8th-9th October 2009



DAY 1 OCTOBER 8, 2009

Presentation Time: 8:30AM –9:00AM

Speaker: Denise Seegal – Global Executive

Subject: *Complimentary Keynote Session*

Session Title: From paralysis to prosperity with PLM – A view from the Executive Suite

Presentation Time: 9:00AM –9:50AM

Speaker: Nancy Winslow- TBC unlimited

Subject: *PLM Strategy*

Session Title: The Thinking Executive's Guide to a Better PLM Implementation: Develop a PLM strategy and reach your PLM goals.

Presentation Time: 10:00AM –10:50 AM

Speaker: TBA

Subject: *PLM Project Management*

Session Title: The Art of PLM Leadership – Lessons from the executive suite to the corner office

Presentation Time: 1:00PM -1:50 PM

Speaker: TBA

Subject: *PLM ROI*

Session Title: PLM ROI Secrets – Learn how much money you can save by spending the right amount on your PLM solution

LUNCH BREAK: 12:00PM –1:00PM

Presentation Time: 1:00PM –1:50PM

Speaker: TBA

Subject: *PLM RFP*

Session Title: So you are going to buy a PLM solution? How to develop a PLM RFP – get your questions answered before it's too late!

Presentation Time: 2:00PM –2:50PM

Speaker: TBA

Subject: *Vendor selection to scorecards*

Session Title: Selecting your PLM solution providers with care and logic: From Vendor selection to scorecards make the choice that is right for you

Presentation Time: 3:00PM –3:50PM

Speaker: David Buck- Zweave

Subject: *Technical Assessment of PLM*

Session Title: Look under the hood before you buy! A technical assessment guide to selecting and purchasing a PLM solution

Exhibitor Time: 4:00PM –6:00PM

Checkout Exhibitors and chat with Attendees & Speakers



DAY 2 OCTOBER 9, 2009

Presentation Time: 8:30 AM –9:00AM

Speaker: Chad Jackson - Aberdeen

Subject: *Complimentary Keynote Session*

Session Title: Technology's Place in Design through Delivery Transformation: Making Fast Fashion a Less Painful Reality

Presentation Time: 9:00AM –9:50AM

Speaker: Steve Holland – Madlan Specialists

Subject: *As Is Process*

Session Title: Don't pave the cow paths - Understand your "As- is" processes to better implement your PLM Solution

Presentation Time: 10:00AM –10:50AM

Speaker: Ken Koenemann - TBM Consulting

Subject: *To-Be Process – Lean Sigma*

Session Title: PLM unplugged: How to leverage PLM to do things better, faster and with more control than ever

Presentation Time: 11:00AM –11:50AM

Speaker: Nancy Johnson & Matt Gersper – Optimize & Global Data Mining

Subject: *Steps of PLM implementation Project*

Session Title: The PLM Implementation Methodology Guide: Step by step do's and don'ts for implementing PLM solutions

LUNCH BREAK: 12:00PM –1:00PM

Presentation Time: 1:00PM –1:50PM

Speaker: Laura McCann-Ramsey – Zweave

Subject: *Requirements Gathering*

Session Title: Measure twice and cut once: Manage your risk when implementing PLM with better requirements gathering

Presentation Time: 2:00PM –2:50PM

Speaker: TBA Not Confirmed

Subject: *Change Management*

Session Title: If it isn't used it's useless: Don't worry be happy with your PLM solution

Presentation Time: 3:00PM –3:50PM

Speaker: Steve Holland - Madlan Specialists

Subject: System Integration – *What systems need to be considered*

Session Title: One Version of the Truth: Learn about the tools available to connect systems, data, people and processes

Exhibitor Time: 4:00PM –5:00PM

Checkout Exhibitors and chat with Attendees & Speakers