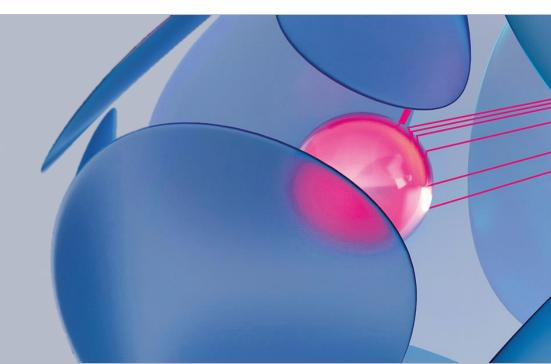**USU World**
North America

Centralize your knowledge, streamline your success!
August 30-31, 2023 │ Las Vegas

USU World
North America

Embracing the Future with SAM 2.0
August 30-31, 2023 │ Las Vegas

Agenda KM Conference | August 30

USU World
North America

Time	Title	Speakers
8.30 am	Welcome & Opening	
9 am	Opening Remarks: Welcome to USU World North America!	Sven Kolb | Managing Director, USU
9.30 am	Let's switch rooms!	
9.40 am	Welcome to the Knowledge Management Conference!	Florian Schwingenschloegl | Enterprise Sales Manager, USU
9.45 am	The Status Quo of KM: Challenges and Solutions	Brian Cantor | Managing Director, CMP Digital
10.15 am	The Future of KM: Trends and Innovations	Florian Schwingenschloegl | Enterprise Sales Manager, USU
10.45 am	The Combination of both worlds: Let's talk!	Florian Schwingenschloegl | Enterprise Sales Manager, USU Brian Cantor | Managing Director, CMP Digital
11.15 am	Networking Break	
11.30 am	What's New in Knowledge Management: Driving Efficiency with active documents	Sebastian Grunwald | Senior Product Manager, USU
12.15 pm	Strategies for Leveraging Knowledge Management to Optimize Business Processes and Mitigate Risks	Robbie Plourde | Executive Sales Enablement Lead, USU
12.45 pm	Lunch & Networking	

Agenda KM Conference | August 30

*all times are shown in Pacific Daylight Time

USU World North America

Time	Title	Speakers
1.30 pm	You don't have to search. Just know. - Global Realignment and Harmonisation of Knowledge Management	Sebastian Winter │ Subject Matter Expert Knowledge Management, Home Furnishing Retailer
2 pm	Technology is key: Self-Service, ChatGPT & more	Sven Kolb │ Managing Director, USU
3 pm	Networking Break	
3.15 pm	The Knowledge Management Success Story – How Raymond James Implemented a KMS and Won!	Zach Nicolaos │ Lead Operations Product Manager, Raymond James
4 pm	Managing Knowledge all over the world: 10 Use Cases in 10 Minutes	Florian Schwingenschloegl │ Enterprise Sales Manager, USU
4.30 pm	Wrap-up & Outlook	Brian Cantor │ Managing Director, CMP Digital Florian Schwingenschloegl │ Enterprise Sales Manager, USU
5 pm	End of Conference	
6 pm	Let's meet at our Evening Event!	The Heritage Steakhouse (located in The Mirage)

Agenda KM User Group | August 31

*all times are shown in Pacific Daylight Time

USU World
North America

Time	Title	Speakers
9 am	Welcome	Florian Schwingenschloegl │ Enterprise Sales Manager, USU
9.15 am	How other customers use Knowledge Center	Florian Schwingenschloegl │ Enterprise Sales Manager, USU Sebastian Grunwald │ Senior Product Manager, USU
10.30 am	USU Portfolio – Growing possibilities	Florian Schwingenschloegl │ Enterprise Sales Manager, USU
11 am	Expert session – It's time for your topics!	Sebastian Grunwald │ Senior Product Manager, USU
12 pm	Lunch	
1 pm	Roadmap & Strategy	Sebastian Grunwald │ Senior Product Manager, USU
1.30 pm	What's coming next: USU Knowledge Center 7.4	
2.30 pm	The new World of ChatGPT with Knowledge Management	
3 pm	Open discussion: You ask, we answer	
3.30 pm	End of KM User Group	

Agenda SAM Conference | August 30

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Time	Title	Speakers
8.30 am	Welcome & Opening	
9 am	Opening Remarks: Welcome to USU World North America!	Sven Kolb	Managing Director, USU
9.30 am	Let's switch rooms!	
9.40 am	Welcome to the Software Asset Management Conference!	Rebecca Horton	Managing Director & Business Lead, USU
9.50 am	Convincing your Executives: ITAM Risk = Business Risk!	Rich Gibbons	Managing Director, The ITAM Review
10.30 am	The Future of SAM: Trends and Innovations	Robbie Plourde	Executive Sales Enablement Lead, USU
11.15 am	Networking Break	
11.30 am	USU Technology Conceptual Outlook	Olaf Diehl	Director Product Management, USU
12 pm	Tips & Tricks to save on SaaS	Mitchell Anderson	Global Service Lead, SAM Optimization, USU
12.30 pm	Sneak Preview: Cloud Cost Management	Rebecca Horton	Managing Director & Business Lead, USU
12.45 pm	Lunch & Networking	

Agenda SAM Conference | August 30

*all times are shown in Pacific Daylight Time

USU World
North America

Time	Title	Speakers
1.30 pm	The 5 pillars of SAM: The foundations to implement and mature	Rebecca Horton │ Managing Director & Business Lead, USU
2.00 pm	Part 1: Manage Clients, Datacenter & Portfolio	Danielle Swankoski │ Solution Engineer, USU
2.30 pm	Part 2: Manage SaaS & SAP	Robbie Plourde │ Executive Sales Enablement Lead, USU
3 pm	Networking Break	
3.15 pm	Time is money: How to govern a SAM tool efficiently!	Elie Baho │ IT Asset Management consultant
4 pm	USU Roadmap: Newest features & functions	Danielle Swankoski │ Solution Engineer, USU Robbie Plourde │ Executive Sales Enablement Lead, USU
4.30 pm	Wrap-up & Outlook	Rich Gibbons │ Managing Director, The ITAM Review Rebecca Horton │ Managing Director & Business Lead, USU
5 pm	End of Conference	
6 pm	Let's meet at our Evening Event!	The Heritage Steakhouse (located in The Mirage)

Agenda SAM User Group | August 31

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USU World
North America

Time	Title	Speakers
9 am	Welcome	Rebecca Horton | Managing Director & Business Lead, USU
9.15 am	Recap of the Conference	Rebecca Horton | Managing Director & Business Lead, USU
9.30 am	Open panel: Bring your questions for our experts!	Robbie Plourde | Executive Sales Enablement Lead, USU
10.30 am	New features: Data Collection, Visibility and Optimization	Danielle Swankoski | Solution Engineer, USU Mitchell Anderson | Global Service Lead, SAM Optimization, USU
12 pm	Lunch	
1 pm	Open discussion: Bring your challenges & ideas for product improvements!	
2 pm	What comes next?	Rebecca Horton | Managing Director & Business Lead, USU
2.30 pm	End of SAM User Group	