WHERE FINANCIAL PROFESSIONALS MEET TO CREATE WHAT’S NEXT

> PROGRAM BOOK
<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>March 18</th>
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</thead>
<tbody>
<tr>
<td>3-5 p.m.</td>
<td>Registration Ballroom Foyer</td>
</tr>
<tr>
<td>3:30-5 p.m.</td>
<td>FP&amp;A Roundtable Warfield Room (RSVP Required) Sponsored by Peloton</td>
</tr>
<tr>
<td>5-6:30 p.m.</td>
<td>Registration 36th Floor</td>
</tr>
<tr>
<td>5-6:30 p.m.</td>
<td>Opening Reception Join us in on the 36th floor to get FinNext started. Sponsored by Host Analytics</td>
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<table>
<thead>
<tr>
<th>MONDAY</th>
<th>March 19</th>
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</thead>
<tbody>
<tr>
<td>7 a.m.-5 p.m.</td>
<td>Registration</td>
</tr>
<tr>
<td>7-8 a.m.</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8-9:30 a.m.</td>
<td>Opening Keynote</td>
</tr>
<tr>
<td>9:30 a.m.-6:30 p.m.</td>
<td>Tech Lounge Open</td>
</tr>
<tr>
<td>9:30 a.m.-5 p.m.</td>
<td>AFP Aware</td>
</tr>
<tr>
<td>9:30-10 a.m.</td>
<td>Networking &amp; Refreshment Break/Product Demos</td>
</tr>
<tr>
<td>10-11:15 a.m.</td>
<td>Session Block 1</td>
</tr>
<tr>
<td>11:15 a.m.-12 p.m.</td>
<td>Networking &amp; Refreshment Break/Product Demos</td>
</tr>
<tr>
<td>12-1 p.m.</td>
<td>Lunch Break/Pecha Kucha</td>
</tr>
<tr>
<td>1:15-2:30 p.m.</td>
<td>Session Block 2</td>
</tr>
<tr>
<td>2:30-3 p.m.</td>
<td>Networking &amp; Refreshment Break/Product Demos</td>
</tr>
<tr>
<td>3-4:15 p.m.</td>
<td>Session Block 3</td>
</tr>
<tr>
<td>4:25-5:40 p.m.</td>
<td>Featured Keynote</td>
</tr>
<tr>
<td>5:40-6:30 p.m.</td>
<td>Tech Lounge Reception</td>
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<table>
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<tr>
<th>TUESDAY</th>
<th>March 20</th>
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<tbody>
<tr>
<td>7-10:30 a.m.</td>
<td>Registration</td>
</tr>
<tr>
<td>7-8 a.m.</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:15-9:30 a.m.</td>
<td>Session Block 4</td>
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<tr>
<td>9:30-10:30 a.m.</td>
<td>Tech Lounge Open</td>
</tr>
<tr>
<td>9:30-10:30 a.m.</td>
<td>AFP Aware</td>
</tr>
<tr>
<td>9:30-10:30 a.m.</td>
<td>Networking &amp; Refreshment Break/Product Demos</td>
</tr>
<tr>
<td>10:45 a.m.-12 p.m.</td>
<td>Closing Keynote</td>
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</table>

> SCHEDULE AT-A-GLANCE
See Program Matrix for locations.
As of 3/1/2018
Why are we so excited about FinNext? Because we get to be surrounded by professionals who are passionate and excited about FP&A. Take a look around—these are your people who speak the same business language you do.

Talk shop with attendees and vendors about the best tech to help you get the job done, the best ways to communicate what you do to non-finance people and swap some excel tips and tricks.

Prepare yourself—this isn’t just any old conference. Here, you’ll play a major role in the event. From Monday morning through Tuesday afternoon we are going to be asking for you to add your voice to the general sessions.

Thank you for being part of the first FinNext. This is the start of something special.

JIM KAITZ
President and Chief Executive Officer
Association for Financial Professionals
LEARNING LAB
Cypress A & B

Our sponsors have been given a case study that revolves around a fictitious company in the energy sector facing key obstacles that include: data gathering, resource allocation, budgeting & forecasting, and reporting. You can view the case study in the FinNext App.

Each presenter has 30 minutes to highlight what makes their product, service and/or strategy unique to support the success of the company.

Their solution must include expectations for financial and operational gains, as well as an implementation timeline. This ensures that their solution is practical and accurately reflects the challenges you face in the field.

All presenters will briefly take questions from the audience to challenge their strategies and allow for further elaboration.

LEARNING LAB SCHEDULE

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
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<tbody>
<tr>
<td>10–10:30 a.m.</td>
<td>8:15–8:45 a.m.</td>
</tr>
<tr>
<td>Host Analytics</td>
<td><strong>Budgeting &amp; Forecasting</strong></td>
</tr>
<tr>
<td>10:45–11:15 a.m.</td>
<td>Prophix Solutions Inc.</td>
</tr>
<tr>
<td>MindStream Analytics</td>
<td><strong>Budgeting &amp; Forecasting</strong></td>
</tr>
<tr>
<td>1:15–1:45 p.m.</td>
<td>Vena Solutions</td>
</tr>
<tr>
<td>Reporting Host Analytics</td>
<td><strong>Budgeting &amp; Forecasting</strong></td>
</tr>
<tr>
<td>2–2:30 p.m.</td>
<td>Anaplan</td>
</tr>
<tr>
<td>BOARD</td>
<td><strong>Budgeting &amp; Forecasting</strong></td>
</tr>
<tr>
<td>3–3:30 p.m.</td>
<td>Prophix Solutions Inc.</td>
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</tbody>
</table>
PECHA KUCHA
Ballroom East
Think speed dating, but for finance presentations. Listen to focused, fast-paced, seven minute sessions that include a maximum of twenty images or slides. Vote for your favorite presentation at the conclusion.

Who will be Pecha Kucha Champion?
Vote in the app for your favorite.

PECHA KUCHA SCHEDULE

MONDAY

12:05-12:15 p.m. Set-up & Introduction
12:15-12:22 p.m. Hacking the Budget
12:25-12:32 p.m. Goal Seek & Solver Hacks to Support Decision Making
12:35-12:42 p.m. Analysis Hacking with DAX
12:45-12:52 p.m. How to Win Data & Influence Strategy
12:52-1 p.m. Award Presentation

MOBILE APP
- Download the AttendeeHub app from the Google Play or Apple App Store
- Open the app, search FinNext in the search bar and download the event
- Enter the event code: finnext2018
- Click on the menu icon in the top left corner
- Log-in to access complete app features

WIFI
WiFi ID: Grand_Hyatt_Meeting
Password: finnext2018

SOCIAL
#FinNext2018

BADGE
Your badge is your key to everything at FinNext—if you lose it bring $50 to the registration desk for a replacement.
You will have the opportunity to be part of an impactful program called **Project Night Night**, which provides packages to local homeless children. Studies have shown that providing objects of comfort can create a sense of security, reduce trauma and greatly influences the overall well-being of children. Our goal is to pack 100 “Night Night” bags—a packing station will be set up in the main hallway at FinNext.

**PRODUCT DEMOS**

Tech Lounge in Ballroom West

These 10-minute demos will allow each sponsor to showcase their technology in a dedicated area and show off their products’ capabilities. The demos will be taking place during the refreshment breaks and will feature monitors for visual software overviews.

<table>
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<th>PRODUCT DEMO SCHEDULE</th>
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<tbody>
<tr>
<td><strong>MONDAY</strong></td>
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<tr>
<td>9:40-9:50 a.m.</td>
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<tr>
<td>11:20-11:30 a.m.</td>
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<tr>
<td>11:35-11:45 a.m.</td>
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<tr>
<td>2:40-2:50 p.m.</td>
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<tr>
<td><strong>TUESDAY</strong></td>
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<tr>
<td>9:40-9:50 a.m.</td>
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<tr>
<td>10-10:10 a.m.</td>
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YOUR FINNEXT SHERPA

Ori Brafman brings energy and insight to FinNext 2018. He’ll be doing the heavy lifting of keeping our program moving, getting your input on the general sessions, hosting our closing keynote and posing questions to get you thinking.

Ori is the father of the distributed network business strategy and a multiple New York Times best-selling author. His seminal work, *The Starfish and the Spider*, is cited by the U.S. military as the foundation for a successful campaign to counter Al Qaeda and was instrumental in the formation of Netflix’s corporate culture. The first 150 FinNext attendees will receive a complimentary copy of his new book, *Radical Inclusion: What the Post-9/11 World Should Have Taught Us About Leadership*.

TECH LOUNGE PASSPORT AND RAFFLE

Win a FinNext 2019 Registration and a $500 Southwest gift card.

Grab a Tech Lounge Passport when you check in at registration then visit all our sponsor booths. Once complete, drop off your stamped passport card at the registration desk by 10:30 a.m. Tuesday. We’ll announce the winner at the Closing Keynote on Tuesday—you must be present to win.
## MONDAY | March 19

<table>
<thead>
<tr>
<th>Time</th>
<th>Conference Theater</th>
<th>Cypress A &amp; B</th>
<th>Sequoia</th>
<th>Ballroom East</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m.</td>
<td></td>
<td></td>
<td></td>
<td>8-9:30 a.m. OPENING KEYNOTE The Art and Science of Prediction</td>
</tr>
<tr>
<td>10 a.m.</td>
<td>10-10:30 a.m. AI &amp; the Future Impact on FP&amp;A</td>
<td>10-10:30 a.m. Learning Lab Host Analytics</td>
<td>10-11:15 a.m. Data Visualization: The Four All-Important Questions We Often Forget to Ask Ourselves</td>
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</tr>
<tr>
<td>10:45 a.m.</td>
<td>10:45-11:15 a.m. Financial Modeling On The Cloud: Defying Gravity To Gravitate Towards The Clouds</td>
<td>10:45-11:15 a.m. Learning Lab MindStream Analytics</td>
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<tr>
<td>12 p.m.</td>
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<td></td>
<td>12-1 p.m. Pecha Kucha</td>
</tr>
<tr>
<td>1 p.m.</td>
<td>1:15-1:45 p.m. Follow the Yellow Brick Road: Establishing a Finance Transformation Roadmap</td>
<td>1:15-1:45 p.m. Learning Lab Host Analytics</td>
<td>1:15-2:30 p.m. Volatility is the New Normal</td>
<td></td>
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<tr>
<td>1:30 p.m.</td>
<td>2-2:30 p.m. Business Partnering: Developing the Mindset of a Strategic Partner</td>
<td>2-2:30 p.m. Learning Lab BOARD</td>
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<tr>
<td>3 p.m.</td>
<td>3-3:30 p.m. Adding Predictive Modeling to your Forecasting Process</td>
<td>3-3:30 p.m. Learning Lab Vena Solutions</td>
<td>3-4:15 p.m. Cost Planning: Innovations for Integrated Business Planning</td>
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</tbody>
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**MOBILE APP**

Be sure to use the FinNext App for the latest info on sessions and speakers.
<table>
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<tbody>
<tr>
<td>**MONDAY</td>
<td>March 19 (con’t)**</td>
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<tr>
<td>3:30 p.m.</td>
<td>Getting the Band Together: How to Find (and Keep) FP&amp;A Rockstars</td>
<td>3:45-4:15 p.m.</td>
<td>Learning Lab Anaplan</td>
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<tr>
<td>4:30 p.m.</td>
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<tr>
<td>5:30 p.m.</td>
<td>Join us for a Reception in the Tech Lounge.</td>
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<tr>
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</tr>
<tr>
<td>8 a.m.</td>
<td>Presenting Data: Strategies on Presenting Complex Data Analysis to Executives &amp; Boards</td>
<td>8:15-8:45 a.m.</td>
<td>Learning Lab Prophix Solutions Inc.</td>
<td></td>
</tr>
<tr>
<td>9 a.m.</td>
<td>FP&amp;A In the Age of Disruption</td>
<td>9-9:30 a.m.</td>
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<tr>
<td>10:30 a.m.</td>
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<tr>
<td></td>
<td>CLOSING KEYNOTE: Theory vs. Reality: Transforming the FP&amp;A Organization</td>
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</table>
TECH LOUNGE PASSPORT AND RAFFLE

Your passport to a complimentary registration for FinNext 2019.
Win a FinNext 2019 Registration and a $500 Southwest gift card.
Pick up your passport card at the Registration Desk.

SPONSORS

GOLD SPONSOR

host analytics

TECH LOUNGE PASSPORT

BRONZE SPONSORS

Anaplan  board  CXO COCKPIT  LONGVIEW

MINDSTREAM ANALYTICS  PELOTON  Prophix®  Vena
OPENING KEYNOTE

THE ART AND SCIENCE OF PREDICTION

Corporations and governments spend fortunes on forecasting every year, but realistically we are all forecasters in some shape or form. We frequently draw conclusions and make decisions based on the analysis of experts, complex models and even our own preconceived notions; but how often do we bother to ask how accurate are these forecasts really? In this provocative presentation, based on his *New York Times* bestseller, *Superforecasting*, Dan Gardner explores the style of thinking most likely to deliver accurate forecasts and how we can target our efforts to become better forecasters.

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FEATURED KEYNOTE

THE KNOWLEDGE ILLUSION

How do we grow as communicators, leaders and business partners? Stop assuming we know more than we do. Humans have built hugely complex societies and technologies, but most of us don’t even know how a pen or a toilet works. How have we achieved so much despite understanding so little? The answer is that we survive and thrive despite our mental shortcomings because we live in a rich community of knowledge. FP&A professionals are constantly drawing on information and expertise stored outside of their own heads: in their environment, tools and communities, even if they don’t realize it. Phil Fernbach leads an eye opening discussion that makes you challenge the assumptions you make every day.
CLOSING KEYNOTE

THEORY VS. REALITY: TRANSFORMING THE FP&A ORGANIZATION

While there is continuous talk of the need to radically change the FP&A organization, what does this mean and what are the actual challenges that face those leading this endeavor? Acclaimed author and organizational change expert, Ori Brafman leads a panel of FP&A leaders who share their experiences overseeing such a herculean effort. From change management strategy to decisions impacting personnel and technology, the panel shares their key learnings to support your transformation efforts.

MODERATOR
ORI BRAFMAN
Founder
Starfish Leadership

PANELIST
JEFF ALTMAN, CPA
Executive Director,
Finance Leadership
Development
Verizon

PANELIST
JORDAN KRUGMAN, CTP
Head of Finance and
Corporate Services,
North America
Invesco Ltd.

PANELIST
GAILEON THOMPSON, CTP, FP&A
Senior VP, Global
Consumer O&T Finance
Citi
BREAKOUT SESSION SPEAKERS
As of 3/1/2018

CRAIG ANDERSON
Senior Manager, Financial Planning & Analysis
Tunein

KARL APPLEBY
Director of Content Management and Advanced Analytics
Bayer HealthCare

SHAWN BLEIMEHL, FP&A
Director, Financial Planning & Analysis
ICMA Retirement Corporation

RANDALL BOLTEN
Chief Executive Officer
Lucidity

JONATHAN CRANE, CTP, FP&A
Senior Manager FP&A
Hamilton Company

PETER W. GEILER, FP&A
Fiscal Director
Child, Family and Community Services

MICHAEL HIGH, FP&A
FP&A Director, Deepwater
Royal Dutch Shell plc

ALEX LADD
Senior Partner
MindStream Analytics

BRYAN LAPIDUS, FP&A
CFO Advisory
Allegiance Advisory Group

KIRBY LUNGER
Partner
Performance Architects

MITCH MAX
Founder & Partner
BetterVu

FREDDY MINI
Chief Executive Officer
Netvibes

SAUMYA MOHAN
Americas Region Treasurer
Tesla Inc

JOHN MONCZEWSKI
Global Finance BI & Reporting Director
Boston Consulting Group

CHRISTOPHER E. ORTEGA
Senior Finance Manager
Emarsys North America

PHILIP PECK
Vice President Finance Transformation
Peloton Group

BRUCE PHYPER
Finance Practice Director
Pacific Information Engineering

ODILE ROUJOL
Advisor in Residence
NextWorld Capital

DEAN SORENSEN
Founder
IBP Collaborative

JESPER HYBHOLT SORENSEN
Senior Finance Director
Oracle
DEMONSTRATE YOUR MASTERY
of the best practices and technical skills in the FP&A profession.

“Having the FP&A certification gave me the credibility before even walking into the room that I knew what I was talking about.”

— Bryan Lapidus, FP&A
CFO Advisory
Allegiance Advisory Group

LEARN MORE AND APPLY
www.FPACert.org
Is your finance organization stuck in the back office crunching numbers? Are you spending most of your time collecting data and chasing down spreadsheet errors? Are you providing the support needed by other lines of business?

Host Analytics Cloud EPM Platform can help finance reduce the drudgery and become a better business partner to Sales, Marketing, HR and other functions. Throw out the spreadsheets, shorten your planning and reporting cycles, and deliver timely and accurate reports to your business partners and provide them the analytical support they need. Over 30,000 users in 600 organizations are already seeing the light – shouldn’t you?