

## 2018 MAPD AGENDA

Saturday, April 14, 2018 | Baltimore, Maryland

7:30–8:30am	Meeting Check-In
8:30–9:45am	<b>Session 1: Welcome and Opening Plenary</b> Speaker: Mark Shafer SVP Revenue Management and Analytics Walt Disney Parks and Resorts
9:45–10am	Break
10–11am	<b>Session 2:</b> Academic Panel: Curricular Structures
11:10am–12noon	<b>Session 3:</b> The Analytics Marketplace
12noon–1pm	Lunch
1:15–2:15pm	<b>Session 4:</b> Industry Projects + Software/Big Data Infrastructure
2:25–3:25pm	<b>Session 5:</b> Effective Recruiting + Alumni Engagement
3:25–3:45pm	Break
3:45–4:45pm	<b>Session 6:</b> Industry Panel: How academic options are viewed in industry – including CAP, Best Practices on Industry Projects
4:45–5pm	Wrap Up
5:15–6:30pm	Networking Reception