Theme
The SDM conference will provide a venue for both SDM students and SDM alumni to **cogitate** (cog•i•tate [koj-i-teyt]; to think hard; ponder; meditate), **(re)connect** (con•nect [kuh-nect]; to establish communication between) and **collaborate** (col•lab•o•rate [kuh-lab-uh-reyt]; to work, one with another).

Conference Sessions

**Thursday AM - SDM UltraLite**
Led by Prof. Paul Carlile, Prof. Dan Frey and Michael Davies, this session is designed to help attendees get up-to-speed on the newest subjects from SDM’s evolving curriculum and set the stage for the rest of the conference.

**Thursday PM - The Internet & the Human Network**
This session will focus on Web 2.0 and how managers and program managers can use the web for internal collaboration and communication with customers. Speakers include Sir Tim Berners-Lee, inventor of the World Wide Web, and Mr. Chris DeNovellis (Telepresence Business Unit at Cisco Systems). A hands-on WIKI and Web 2.0 technology session will follow.

**Friday AM - Serendipity in Product Development**
Led by Prof. Richard de Neufville, Dr. Rutledge Ellis-Behnke, and Mr. W. David Schwaderer, attendees will hear about the role of serendipity and innovation in developing new products and learn some tools and techniques they can use to capture serendipitous events.

**Friday PM - Organizational Processes**
“Keep the Science - Change Everything Else!”
Dr. J.C. Duh, Mr. Russ Wertenberg, Mr. Gordon Johnston, and Dr. Jay Mullolley, will comprise a panel which will focus on leading organizations through major transitions. The results of a benchmarking study will be presented followed by case studies and an open discussion of major change efforts in government and industry.

Social Events

**Welcome reception** – Wednesday October 17, 5:00PM onwards, Characters Pub
**Lunch with current students** – Thursday October 18, 12:00-1:00, Sloan Faculty Club
**Reception & dinner** – Thursday October 18, 6:00 PM, Hyatt Regency Charles View Ballroom
**Lunch at Legal Seafood** – Friday October 19, 12:00-1:00 (paid attendees & sponsors only)

Logistics

**Location**: The conference will be held at the Broad Institute, 7 Cambridge Center, Cambridge, MA 02142 (next to Legal Seafood and the MIT bookstore)
**Transportation**: A shuttle bus will be provided Friday afternoon to coincide with dinnertime flights.