

Event overview:

Inspired by the popular Inc. feature, “How I Did It,” learn how to drive growth and stay competitive from Primavera, a 2007 Inc. 5,000 company that is staying at the forefront of new technologies and embracing new ways of thinking. Alongside technology evangelist Ramon Ray and Margot McDonnell of IT services firm Biz Tech, the group will share the solutions that have will help your company innovate within its industry and deliver products that meet the evolving demands of consumers. To register, visit <http://incevents.com/phila>.

Agenda:

8:30 AM Registration and breakfast

9:00 AM **Presentation from Ramon Ray, editor of Smallbiztechnology.com**

Information technology is a critical component in your strategy to succeed, but many growing companies worry that business applications are costly, complex, and out of their reach. As your company’s primary decision-maker, the thought of investing money and employee resources into seemingly complicated technology projects can be oftentimes intimidating and overwhelming. However, the business issues technologies solve can’t be ignored—especially given the types of pressures facing you in today’s market.

For companies who can meet the demands of managing growth, the result is improved relationships with customers and partners, reduced risk, and an ability to adapt to changing market conditions.

9:30 – 10:30 AM

How I Did It discussion, featuring Sudi Bindiganavile of Primavera and Margot McDonnell of BizTech

Examine the power of information technology, and learn along with other leaders like you how embracing these advances will enable you to grow, scale, and ultimately compete against much larger companies.

10:30 AM Networking

11:00 AM Event close

Featured speakers:

Ramon Ray

Technology Evangelist and editor, Smallbiztechnology.com

Ramon Ray is the editor of Smallbiztechnology.com and author of *Technology Solutions for Growing Businesses*. Smallbiztechnology.com provides small- to medium-sized businesses with information on how to strategically use technology as a tool to grow their businesses and provides news, articles, discussion boards, resources, analysis, and events for the owners of small- to medium-sized businesses.

Ray is a former small business technology consultant and has years of hands on experience in building networks, installing software, upgrading computers and supporting the technology that small businesses use on a daily basis. He has written thousands of technology articles and news items for Smallbiztechnology.com as well as *Inc.* magazine, *New York Enterprise Report*, *Black Enterprise Magazine*, CNet, Var Business, and TechTarget.