

**Session Four Agenda**  
**December 14 – 9:00am to 4:30pm**

9:00-9:15 – Welcome!

9:15-10:15 – Start With Brand

10:15-10:30 – **Break**

10:30-11:05 – Brand Exercise

11:05-12:00 – Brand Presentations

12:00-12:45 – **Lunch**

12:45-1:25 – Build A (Digital) Product

1:25-2:15 – Product Presentations

2:15-2:30 – **Break**

2:30-3:45 – Create Customer Experience

3:45-4:30 – Closing Out!