

Pathway to Platinum®: Optimizing the Value of Your Company 11th Annual Conference



Event Dates: Wednesday, October 12th – Thursday, October 13th

Venue: Wentworth by the Sea • 588 Wentworth Road • New Castle, New Hampshire

Attendees: Limited to 40+ owners and C-Level executives of entrepreneurial and closely held businesses with revenues of \$10 million to \$1 billion

Content: Roadmaps for operational improvements to maximize the company value

Agenda: Wednesday, October 12th

5:00 – 7:00 pm Registration
6:30 – 10:00 pm Cocktail Reception & Welcome Dinner

Thursday, October 13th

8.00 – 8.15 am Introductory Remarks
8.15 – 9.00 am Strategically Positioning Your Company for Success

- The Benefits of a Successful Business Plan
- Outside the Four Walls
- Holistic Points of Views – Customers and Competitors
- Identify and Identify Your Weak Links

9.00 – 9.30 am Accelerate Your Growth Through Acquisitions

- Assigning an M&A Leader
- Critically Reviewing All the Synergies
- Combining the Cultures
- Red Flags and How to Avoid Them

9.30 – 10.15 am Panel: Best Practices & Challenges from Acquisitions
10.15 – 10.45 am Coffee Break and Checkout
10.45 – 11.15 am Attracting, Managing and Retaining Key Talent

- Recruiting Top Talent in a Hybrid World
- Reexamining Your Hiring Process
- Creating Stickiness and Loyalty

11.15 – 12:00 pm Panel: The Talent Challenge: How to Come out a Winner
12.00 – 12.45 pm Networking Lunch
12.45 – 1.45 pm Proactively Investing in Your Most Important Asset: Your Time

- Starting with the Business Priorities
- Being the Best and Delegating the Rest
- Reality Sets In –Tracking Your Time

1.45 – 2.15 pm Creating a High Performing Board of Advisors/Directors

- Identifying the Right Board for your Company
- The Proactive versus Reactive Board
- Board Members as Growth Creators

2.15 – 3.00 pm Panel: Partnering with your Board: Lessons Learned
3.00 – 3.30 pm The Future is Now: Preparing for a Sale or Next Generation

- Right People in the Right Places
- Institutionalizing Leadership
- Developing a Strong Governance Structure

3.30 – 4.15 pm Panel: The Do's and Don'ts of Preparing for the Next Generation
4.15 – 4.30 pm The Platinum Advantage: Bringing It All Together
4.30 – 5.00 pm Networking Reception

Attendance Fees: \$1,995 Attendee Registration (All meals included. Special hotel room rate of \$289 per night.)
\$1,595 Early Registration (Available through August 31, 2022)
\$2,795 Early Registration + C Level Community Membership (one-year)

Presenter: Lawrence Siff, CEO, Neptune Advisors

Contact: Laura Biringer
Conference Director
LBiringer@neptuneadvisors.com