



***Pathway to Platinum® Conference: Driving Your Company's Future***  
***15<sup>th</sup> Annual Conference***

**Event Dates:** Thursday, October 23, 2025 – Friday, October 24, 2025

**Venue:** AC Hotel Portsmouth Downtown/Waterfront • 299 Vaughan Street • Portsmouth, NH

**Attendees:** Exclusively for owners and C-Level executives of middle market companies

**Agenda: Thursday, October 23<sup>rd</sup>**

5.00 – 7.00 pm Registration

6.30 – 10.00 pm    Cocktail Reception & Welcome Dinner

**Friday, October 24<sup>th</sup>**

7.15 – 8.00 am Breakfast

8.00 – 8.15 am    Introductory Remarks

8.15 – 8.45 am Accelerating Success at your Company

- Navigating uncertainty (from covid to tariffs)
- Creating a culture of urgency
- Building an ownership mindset at every level

8.45 – 9.15 am    Creating an Extraordinary Company

- Focusing on talent acquisition and retention
- Investing your time where it is critical

9.15 – 10.00 am Panel: Strategies to win in times of uncertainty

**10.00 – 10.30 am Coffee Break and Checkout**

10.30 – 11.30 am Hot Topic: How to Navigate the Emerging Landscape of AI Agents and Adopt Best Practices – Presented by Marco Buchbinder, CEO, Ampliwork; Author, *Reimagining Work in the Age of AI*

- Discovering solutions that boost productivity, reduce costs and mitigate risks
- Providing a checklist for your company to make informed, strategic decisions

11.30 – 12.15 pm Panel: How are you using AI – what's working, what's not and what's next

12.15 – 1.00 pm    Networking Lunch

1.00 – 2.15 pm Hot Topic: Gen Z transforming the workplace, marketing and media – Presented by Mark Beal, Professor, Rutgers; Author, *Introducing Gen Z, the New Generation of Leaders*

- Transforming employee engagement with practical insights about the new generation
- Innovating marketing, content and media mix to effectively engage Gen Z

2.15 – 3.00 pm Panel: Unfiltered: What companies are getting wrong and right with Gen Z

3.00 – 3.30 pm Why Have a Board of Directors/Advisors as your Strategic Partner

- Start with the future then recruit
- Determine what matters most

3.30 – 4.15 pm Panel: How a constructive board asks tough questions, challenges assumptions and strengthens leadership

4.15 – 4.30 pm The Platinum Advantage: Bringing It All Together

4.30 – 5.00 pm    Networking Reception

**Attendance Fees:** \$2,295 Attendee Registration (All meals included. Special hotel room rate of \$299 per night.)

\$1,895 Early Registration (Paid prior to September 12, 2025)

**\$3,095 Early Registration + C Level Community Membership (one-year)**

**Presenters:** Lawrence Siff, CEO, Neptune Advisors

Marco Buchbinder, CEO, Ampliwork

Mark Beal, Executive Director & Asst Professor, Rutgers University

**Contact:**

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