



Developing the Project Business Case

SAMPLE AGENDA

AT&T Executive Conference Center

DAY 1

8:00 – 8:30 a.m.	Check-In	
8:30 a.m. – 12:00 p.m.	Opportunity Management Framework Dr. Britt Freund	<i>Room 102</i>
12:00 – 1:00 p.m.	Lunch	<i>Carillon Dining</i>
1:00 p.m. – 4:30 p.m.	Conceptualizing the Opportunity Dr. David Spence	<i>Room 102</i>

DAY 2

8:30 a.m. – 12:00 p.m.	Framing the Opportunity Dr. Britt Freund	<i>Room 102</i>
12:00 – 1:00 p.m.	Lunch	<i>Carillon Dining</i>
1:00 p.m. – 4:30 p.m.	Evaluating the Opportunity Dr. Prabhudev Konana	<i>Room 102</i>