

Multi-day flagship conference

800+ attendees · 4 days · 4 breakout tracks

EVENT	DATES	VENUE	AGENDA OWNER
[Event name]	[Month DD–DD, YYYY]	[Venue, city]	[Name · email]

Replace anything in [brackets]. Timings follow the session-length benchmarks in our free guide: jshay.events/conference-agenda-templates-free

Track guide

Track	Theme	Room	Owner
Track A	[Strategy & leadership]	[Room]	[Track owner]
Track B	[Product deep dives]	[Room]	[Track owner]
Track C	[Customer stories]	[Room]	[Track owner]
Track D	[Partners & integrations]	[Room]	[Track owner]

Day 1 · Arrival [Day, date]

Time	Session	Format	Room	Owner / speaker	Planner notes
12:00–6:00 PM	Registration open	Registration	Level 2 foyer	[Registration lead]	Staff the help desk until the reception starts.
1:00–4:00 PM	Partner summit (invite-only)	Meeting	Ballroom C	[Partner lead]	Break at 2:30.
2:00–4:30 PM	Pre-conference workshops	Workshop	Salons A–D	[Workshop leads]	Capped at 80 each; 15-min break at 3:15.
3:00–5:30 PM	Speaker check-in & rehearsals	Production	Main stage	[Show caller]	Every main-stage speaker gets a rehearsal slot.
5:00–5:30 PM	First-timer orientation	Networking	Ballroom foyer	[Community lead]	
6:30–8:30 PM	Welcome reception	Reception	Expo hall & terrace	[Host]	Light program: a five-minute welcome, no speeches.

Day 2 · Content day one [Day, date]

Time	Session	Format	Room	Owner / speaker	Planner notes
7:30–9:00 AM	Breakfast & registration	Meal	Expo hall	[F&B lead]	
9:15–9:55 AM	Opening session: welcome & state of the business	General session	Main ballroom	[CEO + emcee]	Doors at 9:00 with walk-in music.
10:00–10:45 AM	Marquee keynote	Keynote	Main ballroom	[Headline speaker]	At 10:00, not 8:30, after a late reception.
10:45–11:15 AM	Coffee & expo hall	Break	Expo hall	[Sponsor lead]	
11:15 AM–12:05 PM	Breakouts, round 1	Breakout	Tracks A–D	[Track owners]	See the track guide.
12:05–1:20 PM	Lunch	Meal	Expo hall	[F&B lead]	75 minutes.
1:20–2:10 PM	Breakouts, round 2	Breakout	Tracks A–D	[Track owners]	
2:10–2:25 PM	Break & room change	Break	Foyer	—	
2:25–3:15 PM	Breakouts, round 3	Breakout	Tracks A–D	[Track owners]	
3:15–3:45 PM	Coffee & expo hall	Break	Expo hall	[Sponsor lead]	
3:45–4:30 PM	Customer panel	Panel	Main ballroom	[Moderator + 3 customers]	
4:30–5:30 PM	Expo happy hour	Networking	Expo hall	[Sponsor lead]	
7:00–9:30 PM	Evening event	Reception	[Offsite venue]	[Host]	Shuttles from 6:45 PM.

Day 3 · Content day two [Day, date]

Time	Session	Format	Room	Owner / speaker	Planner notes
8:00–9:00 AM	Breakfast & expo hall	Meal	Expo hall	[F&B lead]	
9:00–9:45 AM	Product keynote	Keynote	Main ballroom	[Chief product officer]	
9:45–10:00 AM	Room change	Break	Foyer	—	
10:00–10:50 AM	Breakouts, round 4	Breakout	Tracks A–D	[Track owners]	
10:50–11:05 AM	Break & room change	Break	Foyer	—	
11:05–11:55 AM	Breakouts, round 5	Breakout	Tracks A–D	[Track owners]	
11:55 AM–1:10 PM	Lunch	Meal	Expo hall	[F&B lead]	
1:10–2:00 PM	Breakouts, round 6	Breakout	Tracks A–D	[Track owners]	
2:00–3:30 PM	Protected afternoon (optional)	Free time	Recovery lounge & quiet room	[Attendee experience lead]	The 90 minutes that pay for tonight's energy.
3:30–4:15 PM	Fireside chat & awards	Fireside	Main ballroom	[Interviewer + guest]	30-min fireside, then 15 min of awards.
6:30–9:00 PM	Closing reception	Reception	[Venue]	[Host]	

Day 4 · Closing half-day [Day, date]

Time	Session	Format	Room	Owner / speaker	Planner notes
7:30–8:30 AM	Grab-and-go breakfast & bag check	Meal	Level 2 foyer	[F&B lead]	Check out before sessions start.
8:30–9:20 AM	Breakouts, round 7	Breakout	Tracks A–D	[Track owners]	
9:20–9:40 AM	Break	Break	Foyer	—	
9:40–10:30 AM	Closing session & prize drawing	General session	Main ballroom	[Closing speaker]	Draw at the end; it keeps the room full.
10:30 AM	Adjourn	Transport	Hotel entrance	[Transport lead]	Airport shuttles every 20 minutes.
11:30 AM–3:30 PM	Hosted excursion (optional)	Excursion	[Destination]	[Excursion lead]	Pre-registration required.

Breakout grid

One row per round, one column per track

Round	Day & time	Track A · [Room]	Track B · [Room]	Track C · [Room]	Track D · [Room]
Round 1	Day 2 11:15 AM–12:05 PM	[Session title] · [Speaker]	[Session title] · [Speaker]	[Session title] · [Speaker]	[Session title] · [Speaker]
Round 2	Day 2 1:20–2:10 PM	[Session title] · [Speaker]	[Session title] · [Speaker]	[Session title] · [Speaker]	[Session title] · [Speaker]
Round 3	Day 2 2:25–3:15 PM	[Session title] · [Speaker]	[Session title] · [Speaker]	[Session title] · [Speaker]	[Session title] · [Speaker]
Round 4	Day 3 10:00–10:50 AM	[Session title] · [Speaker]	[Session title] · [Speaker]	[Session title] · [Speaker]	[Session title] · [Speaker]
Round 5	Day 3 11:05–11:55 AM	[Session title] · [Speaker]	[Session title] · [Speaker]	[Session title] · [Speaker]	[Session title] · [Speaker]
Round 6	Day 3 1:10–2:00 PM	[Session title] · [Speaker]	[Session title] · [Speaker]	[Session title] · [Speaker]	[Session title] · [Speaker]
Round 7	Day 4 8:30–9:20 AM	[Session title] · [Speaker]	[Session title] · [Speaker]	[Session title] · [Speaker]	[Session title] · [Speaker]

TIMING RULES IN THIS AGENDA

- Never front-load day 2: the marquee keynote sits at 10:00 AM, not 8:30.
- Protect the middle of day 3 with an optional 90-minute recovery block.
- Breakouts run 50 minutes, with 10–15 minutes to change rooms.
- Nothing runs longer than 90 minutes without a break.

BEFORE YOU PUBLISH IT

- Live captions on every keynote and general session; interpreters if anyone requests them.
- A quiet room and a prayer room, with posted times.
- A private nursing room within a short walk of the main sessions.
- Meal times published early, with every dietary meal labeled.
- A break at least every 90 minutes, and more time between distant rooms.

Want someone to pressure-test the timing? That's our favorite kind of homework. [Talk to the J.Shay Events team.](#)