

Two-day SaaS user conference

300 attendees · 2 days · 3 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

Day 1 [Day, date]

Time	Session	Format	Room	Owner / speaker	Planner notes
8:00–9:00 AM	Registration & breakfast	Registration	Main foyer	[Registration lead]	Badges pre-printed; express lane for app check-ins.
9:00–9:45 AM	Opening keynote: [theme]	Keynote	Main ballroom	[CEO]	40 min talk + 5 min Q&A. Walk-in music at 8:45.
9:45–10:30 AM	Product roadmap	General session	Main ballroom	[VP Product]	Two speakers maximum.
10:30–11:00 AM	Coffee & expo hall	Break	Expo hall	[Sponsor lead]	Sponsor booths open.
11:00–11:50 AM	Breakouts, round 1	Breakout	Salons A–C	[Track owners]	Three parallel tracks; 10 min to reach lunch.
12:00–1:15 PM	Lunch	Meal	Courtyard	[F&B lead]	Assigned tables by industry; label dietary meals.
1:15–2:05 PM	Breakouts, round 2	Breakout	Salons A–C	[Track owners]	
2:05–2:20 PM	Break & room change	Break	Foyer	—	15 min: time to change rooms and find a restroom.
2:20–3:10 PM	Breakouts, round 3	Breakout	Salons A–C	[Track owners]	
3:10–3:30 PM	Coffee & expo hall	Break	Expo hall	[Sponsor lead]	Last expo push of the day.
3:30–4:15 PM	Customer panel	Panel	Main ballroom	[Moderator + 3 customers]	Four people on stage is the ceiling.
4:15–4:55 PM	Fireside chat	Fireside	Main ballroom	[CTO + outside guest]	Interviewer plus one.
4:55–5:00 PM	Day 1 close	General session	Main ballroom	[Emcee]	Evening logistics: shuttles, dress code.
6:15 PM	Shuttles to the welcome reception	Transport	Hotel lobby	[Transport lead]	Last shuttle back at 8:45 PM.
6:30–8:30 PM	Welcome reception	Reception	[Offsite venue]	[Host]	Two hours: enough to connect, early enough for day 2.

Day 2 [Day, date]

Time	Session	Format	Room	Owner / speaker	Planner notes
8:30–9:15 AM	Breakfast & expo hall	Meal	Expo hall	[F&B lead]	
9:15–10:00 AM	Day 2 keynote	Keynote	Main ballroom	[Customer or partner speaker]	40 min talk + 5 min Q&A.
10:00–10:15 AM	Break & room change	Break	Foyer	—	
10:15–11:45 AM	Workshops (choose one of four)	Workshop	Salons A–D	[Workshop leads]	10-min stretch at the halfway mark. Pre-register.
11:45 AM–12:45 PM	Lunch	Meal	Courtyard	[F&B lead]	Boxed option for early departures.
12:45–2:15 PM	Certification labs (opt-in)	Lab	Salon D	[Training lead]	Expo hall stays open for everyone else.
2:15–2:30 PM	Break	Break	Foyer	—	
2:30–3:30 PM	Closing panel & awards	Panel	Main ballroom	[Moderator + 3 panelists]	45-min panel, then 15 min of awards.
3:30 PM	Adjourn	—	—	—	Airport shuttles from 3:45 PM.

Breakout grid One row per round, one column per room

Round	Time	Salon A	Salon B	Salon C
Round 1	11:00–11:50 AM	[Session title] · [Speaker]	[Session title] · [Speaker]	[Session title] · [Speaker]
Round 2	1:15–2:05 PM	[Session title] · [Speaker]	[Session title] · [Speaker]	[Session title] · [Speaker]
Round 3	2:20–3:10 PM	[Session title] · [Speaker]	[Session title] · [Speaker]	[Session title] · [Speaker]

TIMING RULES IN THIS AGENDA

- Keynotes run 45 minutes, including 5 minutes of Q&A.
- Breakouts run 50 minutes, with 10–15 minutes to change rooms.
- Nothing runs longer than 90 minutes without a break.
- Lunch gets 60–75 minutes. Receptions get 90–120.

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.](#)