Start Time (hh:mm)	Duration (hh:mm)	Title	Speaker	Description
GENERAL SESSION - DAY 1				
9:00	0:15	Autodesk Welcome	Brenda Discher and Mike Jablo, Autodesk	Autodesk offers a wide range of solutions to customers in the automotive industry, and we are focused on adding value to your business by addressing both your business and technical needs.
9:15	0:45	Winning by Design: Transforming the Automotive Industry with Technological Innovation	Peter Diamandis, X Prize Foundation	It's no secret that the automotive industry faces challenges unlike those seen since the founding of the industry. Technological innovation is the key to solving those challenges while providing the world with the mobility essential to a modern economy. Learn how the X Prize Foundation is unleashing creative collaboration to develop practical solutions to develop the automobile of the future.
10:00	0:15	Q & A	ALL	
10:15	0:45	Beyond Cadzzilla: The Future of Transportation Design	Larry Erickson, College for Creative Studies	Design plays an important role in the transformation of mobility in the future. While the engineers are busy developing new technologies, designers are hard at work developing new ways to incorporate these technologies into future vehicles. Balancing the aesthetic and the functional has never been more of an opportunity than it is today.
11:00	0:30	Harnessing the Power of Virtual Reality to Improve Product Ergonomics	Elizabeth Baron, Ford Motor Company	Packaging studies eliminate rework and save tooling costs by enabling tradeoffs to be seen and understood early in the design process. See how Ford has pioneered the use of MotionBuilder and Maya to simulate real-world scenarios for ergonomics measurement and evaluation.
11:30	0:30	Advanced Simulation in the Product Development Workflow	Teresa Anania, Autodesk	The addition of Algor simulation technologies enhances the Autodesk solution for Digital Prototyping. Validate and optimize designs with Autodesk's DP solution, including tools for thermal; computational fluid dynamics; multi-body, nonlinear dynamics; and fully coupled multiphysics analyses.
12:00	1:15	Lunch		

Start Time (hh:mm)	Duration (hh:mm)	Title	Speaker	Description
DESIGN TRACK - DAY 1				
13:15	0:30	Digital Prototyping for Industrial Design	Kevin Scofield, Geomagic	In a modern design process, stakeholders must be able to easily switch between the analog and digital world to capitalize on the creativity advantages and leverage both to their full extent. This class explores industrial design workflow integrating a constant analog 3D input into the styling process.
13:45	0:30	Visualization with Autodesk Showcase 2010	Kevin Ketchum, Autodesk	Visualization of digital data is becoming increasingly important as the decision process moves from the clay model to the powerwall. The ability to dynamically evaluate different geometry, material, and finish alternatives in different environments is key to improving perceived quality of the finished design.
14:15	0:45	Digital Surfacing in the Automotive Design Process	Werner Strathaus, Technicon Design GmbH	The ability to efficiently and accurately develop Class A surfaces from conceptual models is critical to deliver the maximum productivity and quality from the design studio. This session will outline the benefits of using Autodesk Alias Surface to conduct this important phase of the process.
15:00	0:15	Break		
15:15	0:30	Advanced Visualization with High Performance Computing	Jeff Meyers, Chrysler Corporation	Visualization is moving away from serving narrow roles in the design process to encompass more realistic representations of the vehicle. Multi-core processors and high performance computing clusters provide the ability to dynamically view incredibly realistic representations of large and complex design models. This ability unlocks new ways of working, and promises to put unprecedented power in the hands of engineers and designers in the future.
15:45	0:30	The Inside Story on Digital Prototyping	Ed Martin, Autodesk	Automakers are increasingly realizing the importance of interior design to improve the curb appeal and long term owner satisfaction for vehicles. Developing aesthetically pleasing designs is only the first step to delivering a vehicle that provides an appealing interior. Autodesk Digital Prototyping provides solutions to provide interior appeal from the design studio to the dealer showroom.
16:15	0:30	Showroom and Online Configurators	Greg Melling, Autodesk	Taking CAD data into Marketing and Advertising ultimately connects creators with consumers. Take a look at how Autodesk technologies are helping clients bring the worlds of Design and Marketing together.
16:45	0:15	Autodesk Maya in the Design Visualization Pipeline	Brad Gieske, Chrysler Corporation	The open architecture of Autodesk Maya software, combined with an industry-leading suite of 3D visual effects, computer graphics, and character animation tools, enable you to realize your creative vision for your film, television, game development, and design projects.
17:00	2:00	Cocktail Reception		
DESIGN WORKSHOPS - DAY 2				
9:00	1:00	Industrial Design	Kevin Ketchum, Autodesk	Bring the latest technology to sketching, modeling, and shader development using Autodesk SketchBook Pro, Alias, and Showcase.
10:00	1:00	Technical Surfacing	Uwe Rossbacher, Autodesk	Leverage Autodesk Alias for Class A surface development in the design process.
11:00	1:00	Design Visualization	Kevin Ketchum, Autodesk	Bring your models into reality with Autodesk Showcase.

Start Time (hh:mm)	Duration (hh:mm)	Title	Speaker	Description
ENGINEERING & MANUFACTURING TRACK - DAY 1				
13:15	0:30	Tooling, Jig, and Fixture Design in Inventor 2010	Jeff Wymer, Autodesk	Connecting the manufacturing process to product design is critical to achieving opportunities to reduce investment, shorten lead times, and improving operational efficiency. It is important that manufacturing and tooling engineers have the right tools that allow them to quickly concept, design, and simulate tooling while collaborating closely with product designers using native 3D CAD data.
13:45	0:30	Factory Simulation with Autodesk Navisworks 2010	Scott Reese, Autodesk	The rubber hits the road when the equipment hits the shop floor. Planning upfront to understand the implications of factory layout is important to avoid delays, rework, and cost overruns associated with unoptimized facility layouts. Autodesk Navisworks offers a solution to the needs of manufacturing and facility engineers for projects ranging from greenfield to model changeover and retooling.
14:15	0:45	Digital Prototyping of a Vehicle Entertainment System Using Autodesk Inventor, Moldflow and Algor (FEA)	Glenn Reed, Ford Motor Company	Engineers increasingly need access to simulation capabilities that were previously available only in the CAE department. Learn how powerful simulation capabilities can enable engineers to make smarter tradeoffs early in the design process, even at the concept design stage.
15:00	0:15	Break		
15:15	0:45	From Art to Science with Plastic Part Design and Processing	Joe Heibel & Jeff Higgins, Autodesk	Understanding the realities of plastic injection molding processes during the design stage can help companies develop products with superior performance and appearance while lowering costs. Learn how Moldflow solutions from Autodesk help you optimize designs from the very beginning, even at the concept design stage.
16:00	0:30	Top 10 Benefits of Integrating 3D Printing into your Design Lifecycle	Gerry Berberian, Objet Geometries	Rapid iteration between math and physical models has long been common practice for conceptual designers. OBJET technology has put the craftsmanship of a physical model within easy reach of every engineer as well.
16:30	0:30	Building Information Modeling for Automotive Manufacturing Facilities	Steve Hunt, Dee Cramer, Inc.	Building Information Modeling (BIM) is a digital representation of the physical and functional characteristics of a facility. A basic premise of BIM is collaboration by different stakeholders at different phases of the life cycle of a facility to insert, extract, update or modify the model to support and reflect the roles of that stakeholder. This presentation will discuss how advancements in technology have affected the construction market in which sheet metal contractors participate.
17:00	2:00	Cocktail Reception		
ENGINEERING & MANUFACTURING WORKSHOPS - DAY 2				
9:00	2:00	Mold Tooling and Moldflow Workshop	Jeff Higgins, Autodesk	Experience accelerated development with injection molding solutions from Autodesk. Starting with an existing part design, you'll observe process optimization and development of a complete mold design in less time than it would take you to drive to the airport and back.
9:00	2:00	Inventor Workshop	Jay Tedeschi, Autodesk	In today's global market, as manufacturers work to reduce design cycles and cost margins, industry experts are championing Digital Prototyping as a way to cost-effectively validate design ideas and accelerate the development of competitive products. Learn how Autodesk Inventor is the foundation for Digital Prototyping, providing a comprehensive set of design tools for producing, validating, and documenting complete digital prototypes to help users visualize, simulate, and analyze how a design will work under real-world conditions before a part is ever manufactured.
9:00	2:00	Advanced Simulation Workshop	Michael Smell, Autodesk	Experience the full suite of Autodesk Algor's simulation tools designed to help engineers save time and money while increasing the quality of their products. From simple static stress to non-linear motion in Mechanical Event Simulation or fully coupled thermal and fluid multiphysics, Autodesk Algor has something for every level of your analysis needs.
11:00	1:00	Objet 3D Printing	Henry Goeke, Armstrong White	Make a good impression with 3D Printing. SLA technology has been used for several years to produce rapid prototypes when time or budget constraints prevent conventional prototyping techniques. Now, 3D Printing technology puts rapid prototyping on the desktop with affordable and productive solutions to meet your prototype needs.