



WORKSHOPS

[36|86](#) is fast approaching and we hope you are as excited as we are about the exciting line-up of speakers, presentations, and entertainment that are going to fill your days in Nashville.

You've probably already picked out a few things you are most interested in. Whether it's learning about tomorrow's technology epicenters from **AOL Co-Founder & The Third Wave author Steve Case**, exploring the emerging world of sports technology from **Tennessee Titan linebacker Derrick Morgan**, or hearing amazing insights directly from **Walmart CTO Jeremy King**, **FedEx CEO Fred Smith**, or **Senator Bill Frist**, there's something for everyone in this year's agenda.

Additionally, we've decided to add a variety of high-impact workshops to the 36|86 agenda with highly specialized and concentrated growth workshops that you can select based on your most pressing concerns.

We have put together five hard-hitting interactive sessions so that you have the opportunity to take a deep dive on a topic with a small group of leaders and peers.

June 5

How To Dodge a Growth Stall

Hosted by Doug Tatum, Newport Board Group

Starting a company is hard, and leading a growing one is infinitely more so. Even serial founders get stuck in the delta where they're too big to be small and too small to be big. Join Doug Tatum, author of "No Man's Land: Where Growing Companies Fail," for cocktails, Q&A and candid conversation on common growth challenges smart founders have to learn to avoid.

June 7



Get Revenue Right - Hosted by Andrew Goldner, Founding Partner at GrowthX

You may think that your product or service is too unique to fit into conventional models of finding the right market fit, and you're probably right. That's why GrowthX developed its own proprietary formula that can be used by any startup to accurately forecast and generate revenue. Learn best practices that you can employ immediately to set the right profitability goals and achieve them.

No-Cost Marketing - Hosted by Mickey Cloud, Senior Vice President, Head of Chattanooga Office at VaynerMedia

Marketing is an integral part of your company's success from the get-go, but hiring a big league CMO or engaging with an expensive agency is out of reach for most startups. You don't need either of those with the marketing strategies perfected by Vayner Media. You can achieve the same results enjoyed by Fortune 100 companies with a budget appropriate to your stage in development. Learn the concepts & tactics that you can execute immediately to start generating demand now.





Win Your Client's Inbox - Hosted by Jamie Bradley, Customer Marketing Manager at Emma

Email marketing generates a staggering 3800% ROI, but you need an expensive marketing automation platform and team to execute a lengthy campaign or else your emails will end up in spam boxes, right? You already have the tools you need or they are within easy reach to develop an email marketing campaign that will resonate with your core audience -- you just have to know how to tap into it. In this session, you will learn the necessary strategies and even optimize your own customized messages in real-time that will capture market interest.

How To CEO - Hosted by Marshall Martin, Strategy & Performance Coach at Petra Coach
As CEO, the buck stops with you, and you are in charge of setting the tone and culture of your company. The Rockefeller Habits are a checklist of ten principles you can perfect, elevating your team and business from good to great. Learn how to set the right goals and implement a system that fosters an environment of alignment, accountability, and purpose that will motivate every team member to achieve peak performance while enjoying the experience and attracting other top professionals to be part of your winning company.



We know you will benefit from whichever growth workshop you choose to attend, so participate in the Growth Stall workshop on Monday, June 5 and plan to stay at 36 | 86 on June 7 and participate in one of these one-of-a-kind sessions. We will serve you breakfast at 8:30 and the workshops will begin at 9 am, lasting for 2-3 hours.

Also, our friends at **Nashville Social Enterprise Alliance** will host an afternoon of impact investing education highlighting experienced impact investors, trends and challenges, and steps to activation. This event is targeted to money managers, philanthropists and investors but

all are welcome to join. The event will begin at the Nashville Entrepreneur Center at 1 pm.

Don't have your ticket yet?

All access passes are still available! The workshops along with access to [panels, fireside chats](#), the open-air street fair, and our renowned [Village 36 pitch competition](#) are included at every price level.

GET YOUR TICKET HERE!

Stay connected

