

**ONETEAM**

## Theme Rationale

For the first time, Autodesk has combined its Sales Kickoff and Worldwide One Team Conference into a single event. The message this sends to our sales force and our reseller channel is that we are doing business in a new way. This is not the old Autodesk. Now, we're One Team, with one strategy, one goal, and a singularity of purpose.

The theme of One also speaks to the idea of many things coming together to create something big—a whole that's bigger than the sum of its parts. With One, we say that every sale matters, and every person who sells matters. The theme empowers individuals but also holds them accountable: everyone has to do his job for the company to be successful.

At the end of WOTC, we change the theme slightly to make it a call to action. ONE is now an acronym that means "Okay, Now Execute." The message is, "We're One Team, with one strategy and one goal, and we're relying on you to take everything you've learned at WOTC and execute. You're the one who can make a difference."

Event Theme:  
ONE

# WOTC 2004 Agenda

## Schedule

**DAY ONE**— Saturday 02/28/04

**One Roadmap, One Journey**

Audience: 250 internal sales managers;  
800 internal sales attendees  
at evening reception

**DAY TWO**— Sunday 02/29/04

**One Team, One World**

Audience: 800 internal sales attendees;  
All internal sales at evening  
receptions/awards dinners

**DAY THREE**— Monday 03/01/04

**Out of Many, One**

Audience:  
All attendees  
internal sales + resellers

**DAY FOUR**—Tuesday 03/02/04

**ONE— Okay, Now Execute**

Audience:  
All attendees  
internal sales + resellers

**DAY FIVE**—Wednesday 03/03/04

**TBD**

Audience:  
TBD

7:00 a.m.					
7:30 a.m.	Registration	Registration	Registration	Registration	Registration
8:00 a.m.					
8:30 a.m.	Networking Breakfast	Networking Breakfast	Networking Breakfast	Networking Breakfast	Networking Breakfast
9:00 a.m.					
9:30 a.m.	Welcome Carl + Ken	State of the Business Ken + Carl Financial Closeouts	Welcome—Ken Opening Presentation Carol + Carl	Solutions Division Breakout Sessions Group 1	
10:00 a.m.				Break	
10:30 a.m.	MSD Strategic Direction		CTO Presentation Scott	Solutions Division Breakout Sessions Group 2	TBD
11:00 a.m.	BSD Strategic Direction	Geo Breakouts Strategic Direction Steve Blum, Vic Sanchez, Tom Norring		Break	
11:30 a.m.	ISD Strategic Direction		Presentations by the Division Sales VPs	Solutions Division Breakout Sessions Group 3	
11:30 a.m.	PTD Strategic Direction				
Noon					
12:30 p.m.	Lunch Keynote TAS Training	Lunch Keynotes Subscription Relaunch Geo-Specific	Lunch Keynote autoFOCUS Live Broadcast Keynote TBD	Lunch Keynote TBD	
1:00 p.m.					
1:30 p.m.	Digital Media Strategic Direction				
2:00 p.m.	Subscription Strategic Direction	Geo Breakouts	Solutions Breakout Sessions Group 1		
2:30 p.m.	APS Strategic Direction		Break		
3:00 p.m.	Americas Strategic Direction	Break	Solutions Breakout Sessions Group 2	Strategic Selling Tools TBD	
3:30 p.m.	EMEA Strategic Direction		Break		
4:00 p.m.	APac Strategic Direction	Country Breakouts			
4:30 p.m.	Wrapup: Ken		Solutions Breakout Sessions Group 3	Close and Call to Action Carol + Ken	
5:00 p.m.					
5:30 p.m.	Welcome Reception in the Solutions Center	Geo Receptions	Networking Reception in the Solutions Center		
6:00 p.m.					
6:30 p.m.	Free for Dinner	Geo Awards Dinners	TBD		
7:00 p.m.					

# Day One

## One Roadmap, One Journey

Audience:  
250 internal sales managers,  
800 internal sales attendees at reception

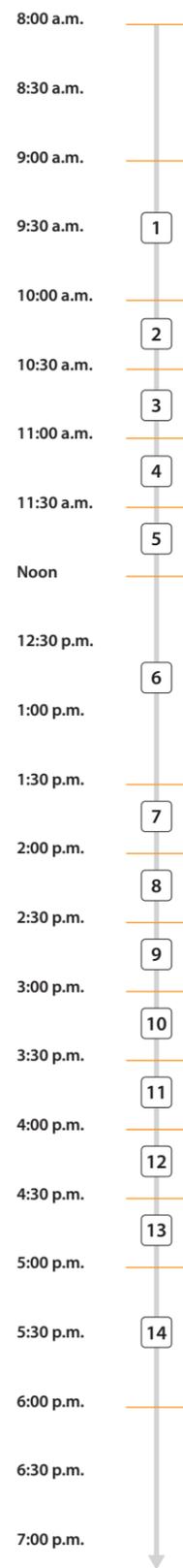
Objectives:  
Communicate DSG strategy to sales management

On Day One, we meet with the sales managers to measure where we are based on our goals from the last SKO. We'll learn the strategic directions for the solutions divisions, APS, and the geographies. All presenters will address these points:

- What worked?
- What didn't?
- Where are we going?
- What are our opportunities?

Day One ends with a Welcome Reception for the entire internal sales team. The reception emphasizes that we are truly One Team, with one strategy and one goal.

### Schedule



- 1 Welcome Speeches**  
Carl Bass (30 minutes) and Ken Bado (30 minutes)  
9:00 a.m. to 10:00 a.m. (1 hour)  
Carl: Where are we going during the next year? What are the opportunities for us? What is the overall DSG vision and strategy?  
Ken: What worked for us since we met last time? What didn't?
- 2 MSD Strategic Direction**  
Buzz Kross  
10:00 a.m. to 10:30 a.m. (0.5 hours)  
High-level divisional strategy.
- 3 BSD Strategic Direction**  
Phil Bernstein  
10:30 a.m. to 11:00 a.m. (0.5 hours)  
High-level divisional strategy.
- 4 ISD Strategic Direction**  
Chris Bradshaw  
11:00 a.m. to 11:30 a.m. (0.5 hours)  
High-level divisional strategy.
- 5 PTD Strategic Direction**  
John Sanders  
11:30 a.m. to Noon (0.5 hours)  
High-level platform strategy.
- 6 Lunch Keynote: TAS training**  
Noon to 1:30 p.m. (1.5 hours)  
Change the customer relationship. Listen to them, become their advisor, and realize that their success is our success. That's how we go from selling products to selling solutions. Includes examples of deals we were able to close because of the TAS.

- 7 Digital Media Strategic Direction**  
Paul Lypaczewski  
1:30 p.m. to 2:00 p.m. (0.5 hours)  
Strategy for integrating Discreet visualization technology with Autodesk products.
- 8 Subscription Strategic Direction**  
Moonhie Chin  
2:00 p.m. to 2:30 p.m. (0.5 hours)  
Strategy for the relaunch of the Subscription program, and resolution of the customer satisfaction issues.
- 9 APS Strategic Direction**  
Mike Faucette  
2:30 p.m. to 3:00 p.m. (0.5 hours)  
Strategy for engaging the Strategic Accounts, and definitions of APS versus Reseller prospects.
- 10 Americas Strategic Direction**  
Steve Blum  
3:00 p.m. to 3:30 p.m. (0.5 hours)  
New channel strategy for the Americas. What worked and what didn't last year, and what are the best opportunities for us in the coming year?
- 11 EMEA Strategic Direction**  
Vic Sanchez  
3:30 p.m. to 4:00 p.m. (0.5 hours)  
Importance of Marketing in the Sales process, and how Project 42 helped us. What worked and what didn't last year, and what are the best opportunities for us in the coming year?
- 12 APac Strategic Direction**  
Tom Norring  
4:00 p.m. to 4:30 p.m. (0.5 hours)  
Good success for the last two quarters in Japan represents a tuning point. What worked and what didn't last year, and what are the best opportunities for us in the coming year?

- 13 Wrapup**  
Ken Bado  
4:30 p.m. to 5:00 p.m. (0.5 hours)  
We're harnessing the power of One—one channel, one strategy, and one goal. Now, we really are One Team on one journey. You need to communicate this to your people.
- 14 Welcome Reception in the Solutions Center**  
5:00 p.m. to 6:00 p.m. (1 hour)  
By inviting the entire 1,000-person sales team and holding the reception in the Solutions Center, we emphasize that we're unified in our goal of selling answers that address specific customer needs. We have one goal—solutions selling—and it will take One Team to accomplish it.

# Day Two

## One World, One Team

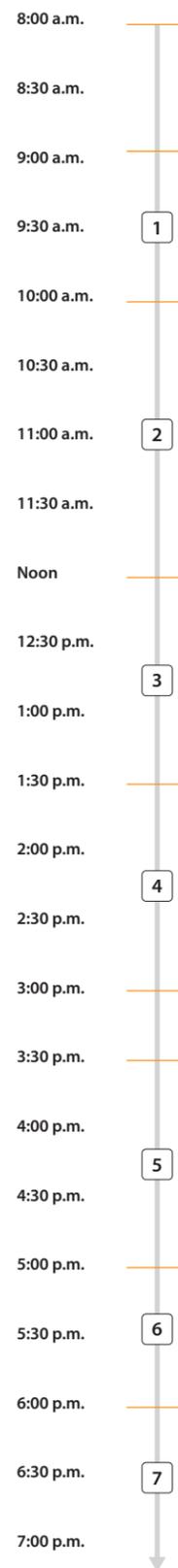
Audience:  
**800 internal sales attendees**  
**All attendees: internal sales and resellers at Awards Dinner**

Objectives:  
**Communicate DSG strategy to global sales force and set goals for coming year**

On Day Two, the scope of WOTC broadens to include all of the internal sales organization from around the world. The Close-Out presentation provides a final accounting of how effectively the sales organization delivered on its goals in 2003. The Breakout sessions disseminate the sales goals and strategies for the geographies, as well as the tactics needed to achieve our goals for individual countries within those geographies.

The lunch presentation focuses on changes to the Subscription program with an emphasis on enhancing customer retention and satisfaction. The Geo receptions close the day by reinforcing the theme of One: we do business in 160 countries, but we're one sales organization with one strategy and one goal.

### Schedule



#### 1 State of the Business and Financial Closeouts

Ken Bado (15 minutes)  
Carl Bass (15 minutes)  
TBD (30 minutes)

9:00 a.m. to 10:00 p.m. (1 hour)

Ken: Our sales organization operates in many geographies, many countries, many tiers, but with one overriding global strategy.

Carl: A strategic overview of DSG plans and opportunities for the coming year, and how they relate to each geography.

TBD: Review of the final numbers posted by sales organization for 2003. This creates the context for the rest of the day, in which we set goals and expectations for the Geos for the coming year.

#### 2 Geo Breakouts

10:00 a.m. to Noon (2 hours)

Here are the strategic directions for the sales forces in each of the Geos.

#### 3 Lunch Keynotes: The Relunched Subscription Program

Noon to 1:30 p.m. (1.5 hours)

We are enhancing the customer experience through a revamped and improved subscription program, and here is how it affects each geography.

#### 4 Geo Breakout Sessions

1:30 p.m. to 3:00 p.m. (1.5 hours)

Here are the sales goals for the individual geographies and specific strategies for meeting them.

#### 5 Country Breakout Sessions

3:30 p.m. to 5:00 p.m. (1.5 hours)

What are the specific challenges faced by each country, and what are the tools and tactics needed for success? What are the opportunities for us in each country?

#### 6 Geo Receptions

5:00 p.m. to 6:00 p.m. (1 hour)

To help reinforce the "One World, One Team" theme, the individual receptions take place around a common "courtyard" to encourage the attendees from different GEOs to interact with each other. They work in different countries, but the sales people are all part of One Team.

#### 7 Geo Awards Dinner

6:00 p.m. to 10:00 p.m. (4 hours)

We recognize and reward the outstanding sales performers. Bringing all the sales people together to celebrate emphasizes that we are One Team.

# Day Three

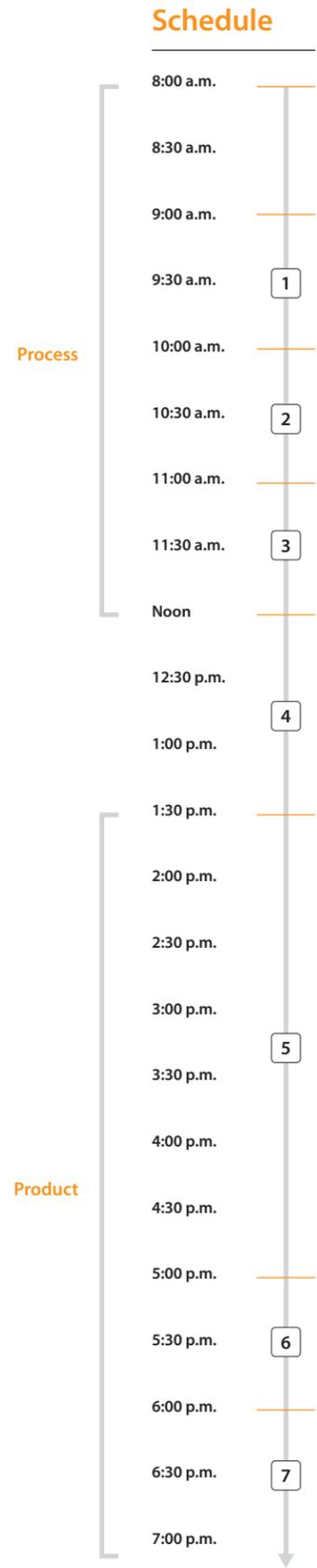
## Out of Many, One

Audience:  
**All attendees: internal sales and resellers**

Objectives:  
**Communicate strategies to broader team; emphasize business process and product innovation**

Day Three is the first time during WOTC that the internal sales force and the resellers are brought together. The presentations on Day Three address these two audiences as a single sales channel with shared goals.

The day begins with strategic direction from Carl Bass, Carol Bartz, and Scott Bordin. The afternoon breakout sessions help resellers and sales people better understand our solutions for different business segments. The evening Networking Reception emphasizes that we are truly One Team focused on providing solutions for our customers.



**1 Welcome Speeches**  
 Ken Bado (5 minutes)  
 Carl Bass (25 minutes)  
 Carol Bartz (30 minutes)  
 9:00 a.m. to 10:00 a.m. (1 hour)  
 Reseller need: Communicate strategic direction

Ken: For the first time we have the entire sales force and channel together. That's what we mean by One Team.

Carl/Carol: Two meetings—SKO and OTC—have become one this year. We are One Team, and will work as one going forward. Our key metrics are: have we taken share from our competitors, and have we gotten closer to the customer?

The bottom line is: have we kicked ass?

**2 CTO Presentation**  
 Scott Bordin  
 10:00 a.m. to 11:00 a.m. (1 hour)  
 Reseller need: Communicate strategic direction and product roadmap

Strategic discussion of our product roadmaps and the upcoming Neo launch.

**3 Presentations by Divisional Sales VPs**  
 Introduction by Scott Bordin  
 11:00 a.m. to Noon (1 hour)  
 Reseller need: Communicate clear messages

High-level, strategic discussions by the divisional Sales VPs of the coming year's challenges and opportunities.

**4 Lunch Keynote**  
 TBD  
 Noon to 1:30 p.m. (1.5 hour)  
 Reseller need: Communicate clear messages

The Lunch Keynote will be broadcast though the monthly autoFOCUS web cast to reach resellers who are unable to attend.

**5 Solutions Breakout Sessions**  
 1:30 p.m. to 5:00 p.m. (3.5 hours)  
 Reseller need: Communicate strategic direction, product roadmaps, and promote open discussion

Twelve sessions hosted by divisional Senior Directors or Directors feature tactical discussions of the individual solutions and the selling opportunities they represent. The sessions include content on Subscription and our platform.

There will be three flights of 50-minute sessions. The sessions include solutions for:

- Architecture
- Strategic Asset Management
- Building Engineering
- Construction
- Civil Engineering
- Emergency Response
- Utilities
- Telecommunications
- Discrete Manufacturing
- Process Manufacturing
- Consumer Products
- Platform (ACAD/LT)

**6 Networking Reception in the Solutions Center**  
 5:00 p.m. to 6:00 p.m. (1 hour)

By holding the reception in the Center, surrounded by our solutions, we tell the audience that we have assembled answers that address specific customer needs.

Our solutions combine different elements to provide one answer for each customer. On the Sales side, we've put it together—one sales channel, one strategy, one approach to customers—to make One.

We could also include a game focused on the idea of Solutions, perhaps using the Moscone West wireless infrastructure.

# Day Four

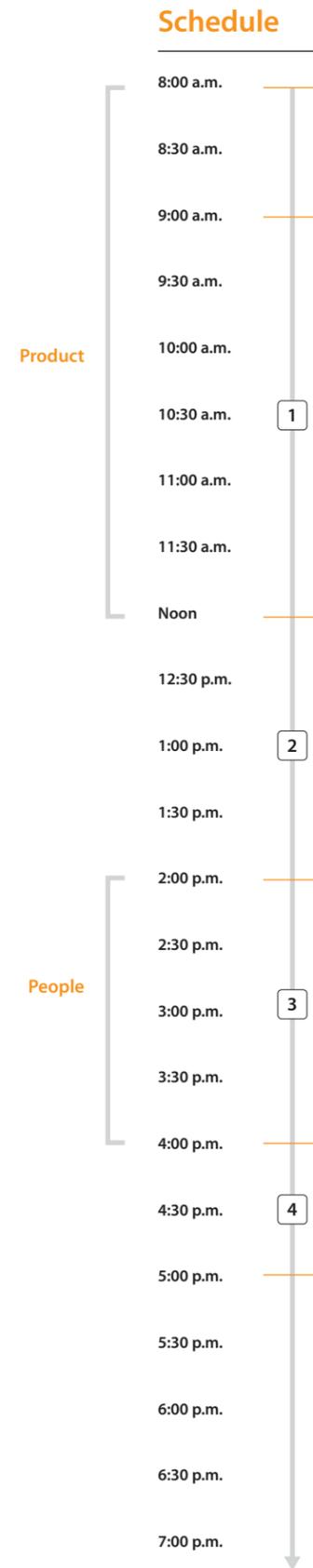
## ONE—Okay, Now Execute

Audience:  
**All attendees: internal sales and resellers**

Objectives:  
**Communicate tactics to broader team; emphasize product innovation and teamwork.**

You've heard the speeches, you've seen the numbers, and you know the strategy. Now it's time to execute on what you've learned. Our evolution toward a solutions-based company succeeds or fails based on the efforts of everyone at WOTC.

On Day Four, we learn more about the roadmaps for individual products, and how those products are combined with services to provide customer solutions. We get our final marching orders from Carol and Ken: "Okay, Now Execute."



### 1 Solutions Divisions Breakout Sessions Divisional VPs

9:00 a.m. to Noon (3 hours)  
 Reseller need: Communicate product roadmaps and clear messages

There will be three flights of 50-minute sessions.

#### MSD Strategic Direction Buzz Kross

High-level divisional strategy and product roadmaps.

#### BSD Strategic Direction Phil Bernstein

High-level divisional strategy and product roadmaps.

#### ISD Strategic Direction Chris Bradshaw

High-level divisional strategy and product roadmaps.

#### PTD Strategic Direction John Sanders

High-level strategy for the platform.

#### APS Strategic Direction Michael Fauscette

Overall APS strategy.

### 2 Keynote Lunch Address TBD

Noon to 2:00 p.m. (2 hours)

### 3 Strategic Selling Tools TBD

2:00 p.m. to 4:00 p.m. (2 hours)

### 4 Close and Call to Action Carol Bartz and Ken Bado

4:00 p.m. to 5:00 p.m. (1 hour)

Reseller need: Communicate strategic direction

Carol: The company is poised to do great things, but we need you to execute. Now go out there and kick ass.

Ken: We have a clear strategic direction and a single, well-aligned team to implement it. From executives to managers to sales people, we're all responsible for meeting the company's goals.

We are One Team with a clear strategy and goal, with an entire company working with us to help us achieve. There's just one more thing: Okay, Now Execute.

# Day Five

TBD

Audience:

TBD

Objectives:

TBD

## Schedule

1 TBD



# Contact List

Division	Strategic Lead	Content Owner	Solutions Lead	Marketing Contact
Solution				
PTD	John Sanders	Mark Strassman		Cynde Hargrave
BSD	Phil Bernstein	Jim Griffeth	Jen Smith	Deborah Gallo
ISD	Chris Bradshaw	Lisa Campbell	Dan Ahern	Karen Brewer
MSD	Buzz Kross	Andrew Anagnost	Marci Lackovic	Jack Johnson
APS	Michael Fauscette	Michael Fauscette	Dina A. Gibbons	Dina A. Gibbons
Subscription	Moonhie Chin	Michelle Rudiman		Ken Robertson
Geos				
Americas	Steve Blum	Sally Jenkins		
APac	Tom Norring	Sophia Chen		Ying Yao Kwok
EMEA	Vic Sanchez	Eddy Vandermissen	Goran Borjesson	Simone Peters
Executives				
Carol Bartz		Peter Ryckman/ Tracey Stout		
Carl Bass		Tracey Stout/ Kevin Cobb		
Ken Bado		Mike Colombo		
Scott Bordin		Mary Sommerset		
Technical Training				
ADN	John Martin	Jim Quanci	Amanda Welch	Amanda Welch
ATC	Carrie Bustillos	Richard Lane		

# Messaging Outline

## Background

### OVERALL THEME

The organizing principle for the event — One

### KEY MESSAGES

The critical information we need to convey:

- Business Innovation (Process)
- Technology Innovation (Product)
- Teamwork/Collaboration (People)

These three messages are how we tell the story. Not every presentation has to touch all three messages (many of the mainstage presentations will focus on business and technology innovation). The “teamwork” message speaks to how we work together as One Team, with our resellers, sales people, partners, and customers. (It’s not “teamwork” in the Buzzsaw/ business collaboration sense.)

### AUDIENCES

Each message is shaped to address one of these groups

- Resellers
- Sales Force
- Partners
- Customers (they’re not present, but are referred to)

### FILTERS

These will determine how the messages resonate with audiences

- “ACAD” stereotype of Autodesk
- Prior brand fumbling
- Cynicism to hype
- “Heard this before”
- U.S.-centric, not Global
- The “One” theme

## Content Deliverables

### CONTENT VENUES

There are three places where we will disseminate content:

- Mainstage Presentations
- The Solutions Center
- Breakout Sessions

There will be different levels of content for each venue, but all will work together to tell a coherent story.

### REQUIREMENTS

All presentations need to reflect these needs

- Integrated APS/Solutions story (with Partner involvement)
- Strategic or tactical sales information
- Selling opportunity
- Customer examples (showing both pain and successes)
- Interactivity

### THE OUTLINE

Use this to create your outline for each venue

The purpose of this exercise is to get a high-level look at the strategy for your group and to begin to use the event’s key messages to interpret that strategy. We’ll discuss the specific requirements for your presentations in follow-up meetings.

To create an outline, complete the fields below using the information from the WOTC Messaging Framework and the most current divisional or Geo strategy. The Messaging Framework spells out who is speaking when and gives a rough idea of the content.

For each venue (Mainstage, Solutions Center, or breakout) take the strategy for your division or Geo and decide which key message or messages to use to shape your story. Keep in mind who the audience is for each presentation and what filters might change the interpretation of your message.

### EXAMPLE:

<b>Division: MSD</b>	
Venue	Mainstage
Speaker	Buzz
Event Day	One
Audience	Internal Sales Managers
Time or # of slides	30 minutes
Key Message(s)	Business Innovation: Mainstream PLM Technology Innovation: Comprehensive set of tools Teamwork: driving Subscription growth
Filter	Brand fumbling, Heard this before