



Lynsi Snyder
CEO
In-N-Out

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Portland Oregon

Bridging the Generational Gap in Business

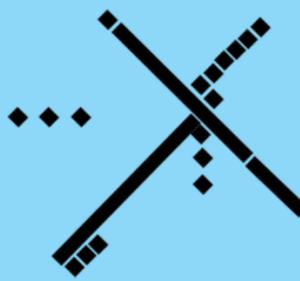


Why The PDXYZ

The PDXYZ stretches the boundaries of a typical business summit, creating unique experiences, intriguing insight, and access to some of the most innovative minds working in business to create culture and products that resonate across generations. People often associate the phrase "Keep Portland Weird" with our hometown of Portland, Oregon. The sometimes-outlandish culture of Portland has become as much a part of the city's identity as specialty coffee or craft beer and spirits. But, you may ask, what is "weird"? Portland's brand of weird may be thought by some to be a person with colorful hair or a uni-cycling Darth Vader playing a bagpipe engulfed in flames. To us Portland natives, weird is simply the norm. Our weird is about inclusiveness. Our weird is welcoming all walks of life with open arms.

This is why we launched the PDXYZ series. This unique gathering is focused on bridging the generational gap in business, while breaking down the walls of traditional conferences and trade shows. This 2 ½ day business gathering in Portland, Oregon will bring together the best and brightest minds in HR, Marketing, Cyber Security, Legal and beyond, to engage in a series of discussions about talent and the universal challenges that each profession experiences. Picture an early stage South By Southwest where you experience the culture that Portland has to offer.

The Experience



Bill Ingham
Chief Executive
Visa Europe



WHAT TO EXPECT

PDXYZ



Incredible Content

Series of Keynotes, Workshops and Panel Discussions that will drive conversation on bridging the generational gap in business.



Unmatched Networking

Opportunity to network with 300+ of the top business leaders in the country. A cross-pollination of executives from multiple disciplines and professions.



Portland Culture

Experience the culture of Portland as you explore the city and attend the multitude of sessions, experiences and headquarter visits.



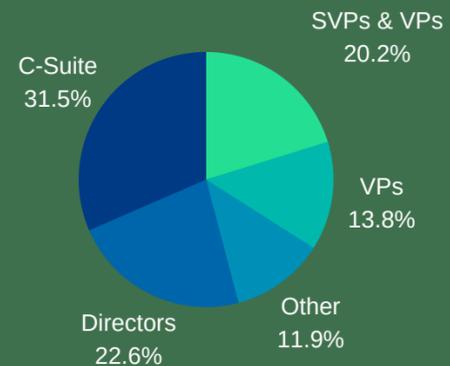
Unique Experiences

Opportunity to visit innovative headquarters and unique venues, while also having access to the PDXYZ Experience lounge where companies will create interactive experiences for the attendees.



Renowned Speakers

Peer driven content from some of the most renowned speakers in the country.



What they are saying



Eric Hutcherson
EVP & CHRO
NBA

"I have to be very selective on where I spend my time. The Peer 150 has always delivered on their promise. They have the right people in the room, their content is spot on, and executives are able to share candidly with one another."



Amy Smith
Chief Giving Officer
Toms

"I really enjoyed The PDXYZ and the unique experiences that the PEER 150 created. The difference of beliefs and opinions between generations is a challenge that we as leaders all face. It was great to have a gathering that focused on bridging that gap in business."



Min Park
Director of People Analytics
hulu

"The PDXYZ experience was fantastic. The content, networking and experience center created an environment that was extremely unique. Bridging the Generational Gap is a challenge we all face, and The PDXYZ addressed this challenge in a way that allowed people to feel candid and open."



Amy Wigler
VP Integrated Marketing
Viacom

"The PDXYZ is such a unique and special event! The thought leadership was exceptional and the takeaways were invaluable. The event was also meticulously organized with a variety of activities designed to promote networking and connection. The PDXYZ definitely stretches the boundaries of a typical business summit, and is something that all of us leaders need."

