

# GSM 2018 - WORKSHOP SCHEDULE

MONDAY, JANUARY 15, 2018

<b>1:15 pm - 2:00 pm</b>	101-New Product Introduction - Targeted Resequencing Solution for Illumina's Desktop Sequencing Portfolio	102-Driving the Transition from Exomes to Genomes	103-Firefly: Meet your New Lab Partner	104-Benchtop Systems: Expand Your Install Base by Effective Targeting of Key Customers	105-Driving Adoption of the NovaSeq 6000	107-Sales Dashboard Reporting Enhancements (EMEA)	107-Sales Dashboard Reporting Enhancements (AMR)		
<b>BREAK</b>									
<b>2:15 pm - 3:00 pm</b>	101-New Product Introduction - Targeted Resequencing Solution for Illumina's Desktop Sequencing Portfolio	102-Driving the Transition from Exomes to Genomes	103-Firefly: Meet your New Lab Partner	104-Benchtop Systems: Expand Your Install Base by Effective Targeting of Key Customers	105-Driving Adoption of the NovaSeq 6000	107-Sales Dashboard Reporting Enhancements (APJ)	107-Sales Dashboard Reporting Enhancements (AMR)		
<b>BREAK</b>									
<b>3:15 pm - 4:00pm</b>	101-New Product Introduction - Targeted Resequencing Solution for Illumina's Desktop Sequencing Portfolio	102-Driving the Transition from Exomes to Genomes	103-Firefly: Meet your New Lab Partner	103-APJ Firefly Go-to-Market Strategy (APJ Only)	104-Benchtop Systems: Expand Your Install Base by Effective Targeting of Key Customers	105-Driving Adoption of the NovaSeq 6000	106-Sales Tools & Conversations: What to Know, What to Show	107-Sales Dashboard Reporting Enhancements (EMEA)	107-Sales Dashboard Reporting Enhancements (AMR)
<b>BREAK</b>									
<b>4:15 pm - 5:00 pm</b>	101-New Product Introduction - Targeted Resequencing Solution for Illumina's Desktop Sequencing Portfolio	102-Driving the Transition from Exomes to Genomes	103-Firefly: Meet your New Lab Partner	104-Benchtop Systems: Expand Your Install Base by Effective Targeting of Key Customers	105-Driving Adoption of the NovaSeq 6000	106-Sales Tools & Conversations: What to Know, What to Show	107-Sales Dashboard Reporting Enhancements (China)	107-Sales Dashboard Reporting Enhancements (AMR)	

# TUESDAY, JANUARY 16, 2018

<p><b>1:00 pm - 1:45 pm</b></p>	<p>103 - Firefly: Meet Your New Lab Partner</p>	<p>106 - Sales Tools &amp; Conversations: What to Know, What to Show</p>	<p>201-Cultivating Sales Through Effective Discovery and Positioning</p>	<p>202-Creative End-End Sequencing Application Ideas: Meet Resources That You've Probably Never Accessed Before!</p>	<p>203-Array Applications: Where Can I Find New Growth Opportunities?</p>	<p>204-Successful Selling in the Oncology Market: Expanded Portfolio and Future Roadmap</p>	<p>205-NIPT in the Clinics: The Spearhead for Clinical NGS</p>	<p>206-Future of Marketing at Illumina</p>	
<p><b>BREAK</b></p>									
<p><b>2:00 pm - 2:45 pm</b></p>	<p>104-Benchtop Systems: Expand Your Install Base by Effective Targeting of Key Customers</p>	<p>106 - Sales Tools &amp; Conversations: What to Know, What to Show</p>							
<p><b>BREAK - PHILANTHROPIC TEAMBUILDING EVENT</b></p>									
<p><b>4:30 pm - 6:15 pm</b></p>	<p>204-Successful Selling in the Oncology Market: Expanded Portfolio and Future Roadmap</p>								