

Agenda

Capture drives data-driven services to improve the built world

Day 1 | January 27, 2026

Time	Agenda Topic	Session Owner	Overview
8:00am	Breakfast		
9:00am	Welcome, Strategy, and Plan - GTM Capture, Create, Analyze	Luis Pascual and Graham Twigg	One Hexagon Multivista and aligning go to market as three segments.
10:00am	Create Services	Leonardo Acosta	The who, what, where, why, when, and how of Create services.
11:15am	Break		
11:30am	Analyze Services	Taylor Cupp	The who, what, where, why, when, and how of Analyze services.
12:30pm	Lunch		
1:30pm	Collaborative Selling	Graham Twigg	What has worked, what has not, and how do we work together to sell more across Capture, Create, Analyze.
2:45pm	Product Roadmap	Dan Prochazka and Len Kirby	Medium-term MDS roadmap and long-term Hexagon Multivista directional roadmap.
3:45pm	Break		
4:00pm	Owner Panel – Growing and Scaling Sales teams	Russ Bollig	Recruitment, retention, vertical vs territory, comp plans, incentives, inside sales.
5:00pm	Day session close.		
6:30pm +	Dinner and social: Earls Yaletown.		

Day 2 | January 28, 2026

Time	Agenda Topic	Session Owner	Overview
8:00am	Breakfast		
9:00am	Marketing roadmap	Miriam Ravkin	New brand launch plan, roadmap, IMF budget, lead gen 2.0.
10:00am	The new salesforce	Megumi Mizuno and SFDC Speaker	The plan and roll out for the completely new Salesforce instance that positions us for efficiency and effectiveness.
11:00am	Break		
11:15am	AI-enabled pipeline management – Clari	Rebecca O’Shea & Ketan Mistry	Discover how AI can transform pipeline management to surface risk, prioritize deals, & drive more predictable revenue.
11:45am	3D Laser, UAV, and Scan to Services	Mark King	What’s working, what has not, and what is to come.
12:45pm	Lunch		
1:45pm	Customer story – Create services	Melvin Wallace	Stories and examples of Create services customers.
2:45pm	New Training and Knowledge Base Management Systems	Dan McRae	The plan, demo, and launch of new training and knowledge base management systems.
3:15pm	Owner’s roundtable	Graham Twigg	How do we collaborate for further success for all, leveraging our full-service Capture, Create, Analyze segments.
4:15pm	Break		
4:30pm	Awards	Dan McRae	Annual individual and team awards, and the President’s Club winners.
6pm +	Dinner and social: D5 Hotel lounge.		