RTC RESET 2026
SCHEDULE AT A GLANCE

The Third Floor — 5700 Wilshire Blvd,
Suite 650, Los Angeles, CA 90036

MONDAY, FEB. 23, 2026
EXECUTION PHASE 1: CONSTRAINTS & OPERATING REALITY

Time	Session
08:00 - 08:45	Registration & Welcome Coffee
08:45 – 09:00	Opening Remarks (Jean-Michel Blottière + Chris Edwards)
09:00 – 09:45	Opening Frame: *The Survivable Pipeline — An AI Integration Battle Plan* (Chris Edwards)
09:45 – 10:15	Pressure-Testing the Survivable Pipeline (Plenary discussion) | Goal: validate what must change / what no longer works.
10:15 – 10:45	Networking Break
10:45 – 11:00	Conversation Igniter: *From Literacy to Leverage* (Rick Stringfellow)
11:00 – 12:30	Open Conversation: Constraints → First Decisions (Plenary) + Champion Interventions | Goal: surface shared constraints + identify the first unavoidable decisions. Guiding questions will be shared at the start of each plenary to keep the discussion focused and actionable. *Note: A rapporteur will capture key constraints, decisions, and action candidates live, and share a short recap after the session.*
12:30 – 14:00	Networking Lunch
14:00 – 14:15	Conversation Igniter: *The Adoption Trap* — Why the Economics Don't Work (Yet) (Paul Salvini, tbc)
14:15 – 15:30	Open Conversation: From Constraints to Adoption Paths (Plenary) + Additional Champion Interventions | Goal: pressure-test adoption paths + shortlist what moves into Tuesday working groups. Guiding questions will be shared at the start of each plenary to keep the discussion focused and actionable. *Note: A rapporteur will capture key constraints, decisions, and action candidates live, and share a short recap after the session.*
15:30 – 16:00	Networking Break
16:00 – 17:00	Workshop Alignment & Commitment Session (Choose + refine Working Groups) | Output: group scopes + owners + expected Tuesday deliverables.
17:00 – 18:00	Working Dinner Cocktail (Informal continuation)
18:30 – 20:30	Executive Dinner (Participants only — closed-door continuation) | Goal: deeper alignment + confirm Tuesday priorities.

CHAMPION INTERVENTIONS (DURING MONDAY PLENARIES)

Short, 2–3 minutes "reality check" interventions during the open conversations (not presentations).
Prompted by the moderator to ground the discussion in real implementation constraints.
Kim Adams · Peter Nofz · Brett Ineson · Pierre-Adrien Forestier · Javier Romero · Kerenza Harris · Kevin Leeper

RTC RESET2026
SCHEDULE AT A GLANCE

The Third Floor — 5700 Wilshire Blvd,
Suite 650, Los Angeles, CA 90036

TUESDAY FEB. 24, 2026
EXECUTION PHASE 2: WORK + COMMITMENTS

Time	Session
08:00 – 08:45	Registration & Welcome Coffee
08:45 – 09:00	Opening Remarks (Jean-Michel Blottière + Chris Edwards)
09:00 – 12:00	Parallel Working Groups (Execution Work Sessions) | Output: decisions + 60–90 day action plan + proof of progress.
12:00 – 13:30	Working Lunch (Groups consolidate outputs + prepare readouts) | Each group shares decisions + owners + next steps.
13:30 – 14:45	Working Group Readouts: What We're Building
14:45 – 15:15	Cross-Group Integration: Dependencies & Collision Checks
15:15 – 15:30	Networking Break
15:30 – 16:45	Runway to RESET London 26: Roadmap, Checkpoints & Ownership
16:45 – 17:00	Closing Remarks: What Survives Outside the Room
17:00 – 18:00	Closing Cocktail

TUESDAY WORKING GROUPS (CONVENERS):

1. Judith Crow — Hybrid Workflows & Production-Ready AI Integration
2. Peter Nofz — Creative Roles, Skills & Operating Models
3. Paul Salvini — Economics, ROI & Executive Decision Models
4. Kerenza Harris — AECO Bridges: Connected Digital Delivery Stack
5. Kevin Leeper — The New Fundamentals: Training & Enablement