



IGNiTE 2021

TRANSPORTATION & LOGISTICS TECHNOLOGY CONFERENCE

August 3-5 | San Antonio, TX

Tuesday, August 3rd

Registration and Check In	8:00AM - 5:00PM
Come Tee Off with PCS - 18 Hole Golf	8:00AM - 1:00PM
Welcome Reception - Get Ignited!	6:00PM - 10:00PM

Wednesday, August 4th

Breakfast	7:00AM - 8:15AM
Welcome to Ignite 2021	8:15AM - 10:30AM

Chris Poelma & Andrew Wishnia
Keynote Address with Peter Hinssen

Panel I: Pulling Together - The Imperative to Unify Logistics Tech for all Stakeholders

Networking	10:30AM - 11:00AM
Breakout Sessions I	11:00AM - 12:00PM

Achieving 90% or More Automation Levels in Your TMS
Don't Be a Swinger

PCS CARRIER USERS: Leveraging Accounting Data Successfully
The True Cost of Technology

Wednesday, August 4th

Lunch

12:00PM - 1:00PM

Panel II: Green Matters

1:00PM - 2:00PM

Breakout II

2:15PM - 3:15PM

Benefits of Leveraging AI and ML in TMS Platforms
Carrier Score Carding and Compliance/KPI
Driver Retention is the New Recruiting
I Can't Afford to Digitize My Operations

Networking

3:15PM - 3:30PM

Breakout III

3:30PM - 4:30PM

Always Fix Your Divots - Father and Son Share the Secrets to Harmonious Family Business
Stepping into the 2020's -
Why Carriers and 3PLs Should Embrace Logistics Technology Together
The Future of Integration - Who Wins the Battle Between EDI and API?

Dinner & Live Music

6:30PM - 11:00PM

Texas Brisket BBQ and live performance by Jason Boland & The Stragglers



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Thursday, August 5th

Breakfast 7:00AM - 9:00AM

Panel III: Tomorrow is Today 9:00AM - 10:00AM

Breakout Sessions I 10:00AM - 11:00AM

PCS SHIPPER USERS: Leveraging Your Tech to Ensure Carrier Capacity in a Fluctuating Rate Environment
Quantifying the Impact of Dynamic Capacity Management
Real-Time Freight Technology and Market Resiliency in 2021

Breakout Sessions II 11:00AM - 12:00PM

Why Superior Fleet Operations Must Focus on Modernizing Driving as a Career
Embracing Disruption - The Art of the Pivot When Selecting & Implementing Technology
Freight Technology- What's Happening and What You Need to Know
PCS CARRIER USERS: Next Level Accounting with Next Level Software

Lunch 12:00PM - 1:00PM

Breakout Sessions III 1:00PM - 2:00PM

Cyberly Podcast Live Simulcast: Driver Recruiting Tactics and
3rd Party Advertising: Making It Work For Your Company
How to Kick @\$@ at LinkedIn
Why Sustainability Must Be at the Center of Your Supply Chain Operations

Thursday, August 5th

Breakout Sessions IV

2:00PM - 3:00PM

Achieving 90% or More Automation Levels in Your TMS
Bringing Efficiency to Your Back Office
Robotic Process Automation (RPA) -
A Logistics Efficiency Technology Ready for Prime Time

Networking Break

3:00PM - 3:15PM

Closing Keynote

3:15PM - 4:30PM