Wednesday, May 11

8:30 - 10:00	Preconference Session Morning	1:00 - 2:30	Preconference Session Afternoon
10:00 - 10:15	Break	2:30 - 2:45	Break
10:15 - 12:00	Preconference Session Morning	2:45 - 4:30	Preconference Session Afternoon
12:00 - 1:00	Lunch		

Thursday, May 12

	BI	DBA	DEV	PD / WILD CARD
8:30 - 9:30	SQL Server Parallel Data Warehouse – Under the Hood *Brian Mitchell*	The Dirty Dozen: PowerShell Scripts for the Busy DBA *Aaron Nelson*	A data-logic approach to EF4 *Mattias Lind*	Iceberg, Dead Ahead! – Lessons from real life disasters for the database professional *Mike Walsh*
9:40 - 10:40	Performance Management Scorecards – Building a process to achieve top performance *Scott Schledwitz*	Troubleshooting Performance Problems by Reading the Waits *Eddie Wuerch*	Deploying Data Tier Applications to the Cloud *Joseph Dantoni*	Fragmentation and Performance Issues *Bryan Oliver*
10:40 - 11:10	COFFEE BREAK			
11:15 - 12:45	Reporting Services Boot Camp *Brian McDonald*	Understanding Storage Systems and SQL Server *Wesley Brown*	Avoid Common Mistakes in T-SQL Programming *Alex Kuznetsov*	ETL Head-to-Head: T-SQL vs. SSIS *Tim Mitchell*
12:45 - 1:45	LUNCH			
1:50 - 2:50	Near Real-Time Data Warehouse *Patrick LeBlanc*	The Enterprise SQL DBA *Scott Shaw*	T-SQL Code Sins: The Worst Things We Do to Code, and Why *Jennifer McCown*	Visual Studio 2010 Database Projects *Randy Knight*
3:00 - 4:00	Data Visualizations in SSRS 2008 R2 *Stacia Misner*	Data Encryption and Key Management in SQL *Said Salomon*	Writing faster queries *Tim Chapman*	Unlocking the Mystery of MDX *Bryan Smith*
4:00 - 4:30	COFFEE BREAK			
4:35 - 5:35	Business Intelligence with SharePoint 2010 and PowerPivot *Jen Underwood*	DBA Disaster Recovery Techniques To Keep Handy *Edwin Sarmiento*	What's new in SQL Server 2011 ("Denali")? *Aaron Bertrand*	SQL University: Lightning Talks *Jorge Segarra*

Friday, May 13

	BI	DBA	DEV	PD / WILD CARD
8:30 - 9:30	Reporting Services R2 Administration *Mike Davis*	Big and Tall: When to Partition *Kendra Little*	3rd Normal Form: That's crazy talk!!! *Thomas LeBlanc*	Helping Your Data Warehouse Succeed: 10 Mistakes to Avoid in Data Integration *Rafael Salas*
9:40 - 10:40	SSIS Data Flow Buffer Breakdown *Eric Wisdahl*	SQL Server Troubleshooting via DMV's *Steve Schneider*	Creating a Metadata Mart with SSIS - Data Governance , Data Profiling & Code Generation *Ira Warren*	The Data Mining Lifecycle *Carlos Bossy*
10:40 - 11:10	COFFEE BREAK			
11:15 - 12:45	Performance Tuning Analysis Services *Devin Knight*	Evaluate your daily checklist against 100+ instances of SQL Server while you get a cup of coffee *John Sterrett*	Data Dude for Devs and DBAs – Making Database Development Painless and Productive *Robert Cain*	Career Success in the Data Profession during Turbulent Times *Karen Lopez*
12:45 - 1:45	LUNCH			
1:50 - 2:50	Cool Tricks to Pull from your SSIS Hat *Julie Smith*	Deadlocking for Mere Mortals *Jonathan Kehayias*	SQL Server Storage Engine under the hood: How SQL Server performs I/O *Thomas Grohser*	SQL Azure 201 - Cloud Database Deep-Dive *Scott Klein*
3:00 - 4:00	Zero To OLAP Cubes in 60 Minutes *Adam Jorgensen*	Windows PowerShell Best Practices for SQL DBA's *Ed Wilson*	SQL Tricks *A. P. Ward Pond*	Orders of magnitude: Scale-Out your SQL Server Data *Mark Broadbent*
4:00 - 4:30	SPONSOR RAFFLE & COFFEE BREAK			
4:35 - 5:35	Enterprise Data Mining for SQL Server Professionals *Mark Tabladillo*	Fundamentals of SQL Server Internals *Jeremiah Peschka*	AppFabric Cache and SQL Server 2008 *Todd Robinson*	Page And Row Compression How, When, and Why *Bradley Ball*