

## Creating Currency through Collaboration – A Panel Discussion

### **Session Abstract:**

This case study panel will explore the similarities and differences between each of the case studies and the industries they succeed in. Included will be discussion relating to what success looked like, how did they approach their business partner, obstacles that had to be overcome, and most importantly, how the reinvestment of currency has separated them from their peers. The panel will then discuss their thoughts on what the next generation of collaboration may look like for their companies and industries.

At the conclusion, the panel will take a second look at the audience's perceptions of their own organizations collaboration with their business partners.

