



# Marketing Forum 2007

## Reinventing Marketing For Customer Centricity

April 11-12, 2007 • Intercontinental Miami • Miami, Fla.

### Event Agenda

*All track themes and sessions are subject to change.*

#### Event Track Themes — An Overview

TRACKS	
A	<p><b>Organization And Culture</b></p> <p>Customer-centric organizations need to re-think how they structure and motivate product, channel, and customer service teams. This track will explore the strengths and challenges of the customer-centric marketing organization (CCMO), how firms successfully make the transition from product- or channel-centric organizational models to customer-centric organizations, and how to create winning teams that are aligned with customer needs.</p>
B	<p><b>Tactics And Best Practices</b></p> <p>In order to undergo the cultural, structural, and technology shifts required to become more customer-centric, firms need to know what specific steps are needed to make that shift — and keep marketing programs and goals moving forward in the meantime. In this track, Forrester analysts and industry experts will address the practical how-tos that will help marketers reinvent their organizations while also creating and managing campaigns, brands, and customer experiences that deliver results.</p>
C	<p><b>Partners And Technology</b></p> <p>The customer-centric marketing organization (CCMO) depends on technology and agency partners to effectively manage and coordinate cohesive customer experiences. This track will help marketing professionals identify and learn how to exploit established and emerging technologies, evaluate agency and marketing services partners, prioritize technology investments, and develop a business case for a marketing technology backbone that integrates marketing programs, optimizes customer contacts, tracks customer data, and measures performance across the marketing mix.</p>
D	<p><b>Measurement, Metrics, And ROI</b></p> <p>To make the move to customer centricity, companies must place more emphasis on customer-specific measures of success, such as share-of-wallet, net promoter, and lifetime value. In this track, Forrester analysts and industry executives will share best practices and tips for choosing the right measurement approach, identifying the metrics that matter for existing and emerging channels in a customer-centric organization, and using performance benchmarking and test-and-control methodologies to increase business results.</p>
E	<p><b>Customer Data And Insight</b></p> <p>Executing a successful customer-centric strategy starts with a deep understanding about you your customers are, what they need, and how you can best serve them. And that means that firms embarking on a customer-centricity journey must begin with data, analysis, and insight. This track will bring together Forrester analysts and industry experts to address the thorny and perpetually changing challenges of identifying which data matters, gathering and analyzing data to unlock its meaning, and delivering that insight to the people and systems that need it.</p>

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# Event Agenda

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WEDNESDAY, April 11, 2007			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
7:30–8:30 a.m. <i>Mezzanine</i>	<b>Event Registration And Continental Breakfast In The Technology Showcase</b>		
8:30 – 8:40 a.m. <i>Versailles</i>	<b>Welcome and Opening Remarks</b> George F. Colony, <i>Chairman and Chief Executive Officer</i> , Forrester Research	All	Keynote
8:40 – 8:50 a.m. <i>Versailles</i>	<b>Setting The Stage</b> Elana Anderson, <i>Vice President, Research Director</i> , Forrester Research Harley Manning, <i>Vice President, Research Director</i> , Forrester Research	All	Keynote
8:50 – 9:30 a.m. <i>Versailles</i>	<b>Making Customer-Centric Marketing Real</b> Peter Kim, <i>Senior Analyst</i> , Forrester Research  <ul style="list-style-type: none"> <li>• What are the benefits of a customer-centric marketing organization?</li> <li>• What does customer centricity mean for you, the individual marketer?</li> <li>• How are companies implementing customer-centric initiatives?</li> </ul>	All	Keynote
9:30 – 10:15 a.m. <i>Versailles</i>	<b>Engaging The Empowered Consumer</b> Mike Fasulo, <i>Chief Marketing Officer</i> , Sony Electronics  <ul style="list-style-type: none"> <li>• How does Sony Electronics empower consumers with new advertising techniques?</li> <li>• How does Sony Electronics utilize a multichannel strategy to reach consumers?</li> <li>• How does Sony Electronics engage customers in the development and enhancement of its products?</li> </ul>	All	Keynote
9:30 a.m. – 5:30 p.m. <i>Mezzanine West</i>	<b>One-On-One Meetings With Forrester Analysts</b>		
10:15 – 10:45a.m. <i>Mezzanine</i>	<b>Morning Break In The Technology Showcase</b>		
10:45 – 11:25a.m. <i>Versailles</i>	<b>The Customer Rules</b> Gary Skidmore, <i>Corporate Officer and EVP</i> , Harte-Hanks  <ul style="list-style-type: none"> <li>• What are the five strategic competencies informing customer centricity?</li> <li>• Why is maximizing customer value the wrong marketing objective?</li> <li>• Why is the customer’s increased power a blessing for marketers?</li> </ul>	All	Keynote

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**WEDNESDAY, April 11, 2007** *(continued)*

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
11:25a.m. – 12:10 p.m. <i>Versailles</i>	<p><b>Customer Centricity in an Age of Marketing Reinvention</b> Sylvia Reynolds, <i>Chief Marketing Officer</i>, Wells Fargo</p> <ul style="list-style-type: none"> <li>• How does Wells Fargo balance the drive towards customer centricity while managing the business with product lines?</li> <li>• How is Wells Fargo refining existing and creating new processes to align the organization around the customer?</li> <li>• How is Wells Fargo developing multi-channel customer centric marketing programs?</li> </ul>	All	Keynote
12:10 – 1:35 p.m. <i>Mezzanine</i>	<b>Lunch In The Technology Showcase</b>		
1:35 – 2:20 p.m. <i>Trianon</i>	<p><b>Does Your Firm Need A Chief Customer/Experience Officer? A Panel Discussion</b> Bruce D. Temkin, <i>Vice President, Principal Analyst</i>, Forrester Research Jeanne Bliss, <i>Author</i>, “Chief Customer Officer: Getting Past Lip Service to Passionate Action”</p> <p>Companies that want to master Experience-Based Differentiation need strong executive leadership. A chief customer/chief experience officer (CC/EO) can help lead the effort. But what’s the right — and wrong — way to structure the role? This session will look at how to best establish this important role.</p>	A	Briefing
1:35 – 2:20 p.m. <i>Balmoral</i>	<p><b>Best And Worst Of B2B Site Design</b> Alan E. Webber, <i>Senior Analyst</i>, Forrester Research</p> <p>The standard B2B site is below average when it comes to delivering a successful user experience. Based on findings from Forrester’s evaluation of B2B sites across several industry verticals, this session will highlight best practices that B2B site owners can apply and worst practices to avoid.</p>	B	Briefing
1:35 – 2:20 p.m. <i>Sandringham/Windsor</i>	<p><b>Selecting Your Search Marketing Partner</b> Shar VanBoskirk, <i>Senior Analyst</i>, Forrester Research</p> <p>Many companies wonder whether they should insource or outsource the management of search marketing efforts and struggle to determine the best search partner. With more than 50% of the interactive budget going to search marketing, marketers need to maximize their interactive marketing budgets to create competitive, relevant search marketing efforts.</p>	C	Briefing

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**WEDNESDAY, April 11, 2007 (continued)**

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
1:35 – 2:20 p.m. <i>Chopin</i>	<p><b>Measuring Success In A Customer-Centric Organization</b> Megan Burns, <i>Senior Analyst</i>, Forrester Research Christine Spivey Overby, <i>Principal Analyst</i>, Forrester Research</p> <p>To become customer-centric, organizations must shift emphasis from operational excellence to customer engagement. Aligning metrics with this new mindset helps firms bring together disparate functional groups and change entrenched behaviors. This session will examine how companies design a customer-centric measurement strategy, choose the right metrics, retool incentive structures, and create a culture of accountability.</p>	D	Briefing
1:35 – 2:20 p.m. <i>Theater</i>	<p><b>Behavioral Targeting: Using Online Activity Data To Target Customers</b> Ted Schadler, <i>Vice President</i>, Forrester Research</p> <p>Consumers broadcast their desires and intentions with every minute they spend online. Online behaviors give market researchers and interactive marketers a powerful tool for identifying what consumers need and how to reach them. This session will introduce Forrester's consumer survey data on online behavior and present an algorithm for converting behavioral data into consumer segmentation.</p>	E	Briefing
2:20– 2:30 p.m.	<b>Intermission</b>		
2:30– 3:00 p.m. <i>Chopin</i>	<b>Guest Executive Forum: [X+1]</b>		<b>GUEST EXECUTIVE FORUMS</b>
2:30– 3:00 p.m. <i>Sandringham/Windsor</i>	<b>Guest Executive Forum: Aprimo</b>		<b>GUEST EXECUTIVE FORUMS</b>
2:30– 3:00 p.m. <i>Theater</i>	<b>Guest Executive Forum: Organic</b>		<b>GUEST EXECUTIVE FORUMS</b>
3:00– 3:40 p.m.	<b>Afternoon Break In The Technology Showcase</b>		
3:40– 4:25 p.m. <i>Theater</i>	<p><b>Can B2B Firms Be Customer-Centric? A Panel Discussion</b> Laura Ramos, <i>Vice President</i>, Forrester Research Don Friedman, <i>EVP and CMP</i>, CA Jeff Reid, <i>Director of Marketing</i>, UPS Customer Technology Marketing Marc Ruggiano, <i>Senior Vice President, Marketing</i>, John H. Harland Co.</p> <p>Are business marketers losing influence over customers because of organizational structures focused on products or geographies? Join our distinguished panel of B2B marketing execs as they share their first-hand attempts at reorienting their marketing organizations around customers.</p>	A	Briefing

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**WEDNESDAY, April 11, 2007 (continued)**

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
3:40– 4:25 p.m. <i>Trianon</i>	<p><b>Best Practices For Using Personas For Marketing: A Panel Discussion</b>                      Moira Dorsey, <i>Senior Analyst</i>, Forrester Research                      Glen Drummond, <i>Chief Innovation Officer</i>, Quarry Integrated Communications                      Net Payne, <i>Vice President, North America Enterprise Marketing</i>, Nortel</p> <p>Personas have informed interactive system design since their introduction in 1999. Now their use is growing beyond the Web and they are driving the design of other types of customer interactions — including marketing. Executives who have used personas for marketing will share their experiences, as well as best practices and pitfalls to avoid.</p>	B	Briefing
3:40– 4:25 p.m. <i>Balmoral</i>	<p><b>Marketing Technologies That Support The Customer-Centric Organization</b>                      Suresh Vittal, <i>Senior Analyst</i>, Forrester Research</p> <p>Technology is a key enabler of the customer-centric marketing organization — it supports innovation and can drive differentiation. When properly implemented, technology can impact customer loyalty and retention, and improve process efficiencies. This session will present the evolving enterprise marketing platform that is core to supporting customer-centric marketing.</p>	C	Briefing
3:40– 4:25 p.m. <i>Chopin</i>	<p><b>Communicating Marketing Metrics</b>                      Matthew Brown, <i>Senior Analyst</i>, Forrester Research</p> <p>Marketers are underserved by the basic charts that typically communicate marketing’s performance. As data volumes grow, simple, usable visualization tools will become increasingly important. This session will focus on the latest tools and techniques for visualizing and presenting quantitative data to insure that it is understood and used to drive action.</p>	D	Briefing
3:40– 4:25 p.m. <i>Sandringham/Windsor</i>	<p><b>Socializing The Customer Database: A Panel Discussion</b>                      David Frankland, <i>Senior Analyst</i>, Forrester Research                      Aaron Cano, <i>VP, Customer Knowledge</i> , 1800flowers.com                      Elva Lewis, <i>Associate Director, North America Corporate Marketing</i>,                      The Procter &amp; Gamble Company</p> <p>Marketing communications is shifting away from mass media toward an approach of deep audience knowledge. This places the customer database into the organizational spotlight. Join this panel discussion on how database marketing groups are evolving to translate deep knowledge into customer-centric campaigns and how leading marketers are socializing customer knowledge across their organizations.</p>	E	Briefing
4:25– 4:35 p.m.	<b>Intermission</b>		

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
4:35– 5:20 p.m. <i>Versailles</i>	<p><b>Making B2B Marketing Personal</b> Eric Kintz, <i>VP, Global Marketing Strategy &amp; Excellence</i>, HP</p> <ul style="list-style-type: none"> <li>• How does HP integrate customer intelligence into its strategy, structure and culture?</li> <li>• How does HP measure and manage the customer experiences that drive growth?</li> <li>• How does HP inspire employees to drive customer centricity?</li> </ul>	All	Keynote
5:20– 5:30 p.m. <i>Versailles</i>	<p><b>Day One Wrap-Up</b> Elana Anderson, <i>Vice President, Research Director</i>, Forrester Research Harley Manning, <i>Vice President, Research Director</i>, Forrester Research</p>	All	Keynote
5:30– 6:45 p.m. <i>Mezzanine</i>	<b>Networking Reception In The Technology Showcase</b>		
7:00– 9:00 p.m. <i>InterContinental Miami Pool Terrace</i>	<b>Special Event: Sunset Over Biscayne Bay – Presented by Acxiom</b>		

**THURSDAY, APRIL 12, 2007**

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
7:30– 8:30 a.m. <i>Mezzanine</i>	<b>Event Registration And Continental Breakfast In The Technology Showcase</b>		
8:00– 8:20 a.m. <i>Escorial</i>	<b>Breakfast Presentation By Experian</b>		
8:30– 8:40 a.m. <i>Versailles</i>	<p><b>Welcome/Opening Remarks</b> Elana Anderson, <i>Vice President, Research Director</i>, Forrester Research Harley Manning, <i>Vice President, Research Director</i>, Forrester Research</p>	All	Keynote
8:40– 9:20 a.m. <i>Versailles</i>	<p><b>How To Deliver A Great Customer Experience</b> Kerry Bodine, <i>Principal Analyst</i>, Forrester Research</p> <ul style="list-style-type: none"> <li>• How do companies frustrate their customers with Web sites, email, and phone agents?</li> <li>• How can your company differentiate itself with breakthrough customer experience?</li> <li>• What changes to organization, skills and culture make improvements possible?</li> </ul>	All	Keynote

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
9:20– 10:05 a.m. <i>Versailles</i>	<p><b>The Customer Is Your Hero</b> Lester Wunderman, <i>Chairman Emeritus and Founder</i>, Wunderman</p> <ul style="list-style-type: none"> <li>• Which factors drive a customer-centric marketing culture?</li> <li>• How can direct marketing principles, when applied online, deliver significantly better results?</li> <li>• Which skills are required for success in the age of digital marketing?</li> </ul>	All	Keynote
9:20 a.m. – 4:00 p.m. <i>Mezzanine West</i>	<b>One-On-One Meetings With Forrester Analysts</b>		
10:05 – 10:45 a.m. <i>Mezzanine</i>	<b>Networking Break In The Technology Showcase</b>		
10:45 – 11:30 a.m. <i>Versailles</i>	<p><b>Taking Distance Out of Travel: Connecting With Today’s Travelers</b> Randy Susan Wagner, <i>Chief Marketing Officer</i>, Orbitz Worldwide by Travelport</p> <ul style="list-style-type: none"> <li>• How does Orbitz utilize cutting-edge technologies to influence purchasing behaviors?</li> <li>• How does Orbitz empower customers and build “real” brand loyalty?</li> <li>• How will being customer-insight-driven help you break out of the herd mentality?</li> </ul>	All	Keynote
11:30 a.m. – 12:15 p.m. <i>Versailles</i>	<p><b>Driving Customer Centricity With An Effective Media Mix</b> Ian Beavis, <i>VP, Marketing</i>, Kia Motors America</p> <ul style="list-style-type: none"> <li>• How does Kia use media channels to best reach its customers?</li> <li>• Where are traditional and emerging media channels most effective?</li> <li>• What roles should creative, media, and other agencies play to support the cause?</li> </ul>	All	Keynote
12:15 – 1:30 p.m. <i>Mezzanine</i>	<b>Lunch In The Technology Showcase</b>		
1:30– 2:15 p.m. <i>Chopin</i>	<p><b>How Leading Companies Are Moving To Customer Centricity: A Panel Discussion</b> Sucharita Mulpuru, <i>Senior Analyst</i>, Forrester Research Brian Carpenter, <i>VP, Sales, Marketing and Advertising</i>, Dollar Thrifty Automotive Group Sam Decker, <i>VP, Marketing and Products</i>, Bazaarvoice Chet VanWert, <i>Strategic Marketing Director, Consumer Marketing</i>, Conde Nast Publications</p> <p>B2B and B2C marketers discuss the tactics, organizational structure and key performance indicators they leverage to drive successful customer-centric marketing and customer service initiatives.</p>	A	Briefing

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
1:30– 2:15 p.m. <i>Trianon</i>	<p><b>Emerging Marketing Channels To Watch</b> Brian Haven, <i>Senior Analyst</i>, Forrester Research</p> <p>As interactive channels evolve and new ones emerge, marketers struggle to determine which interactive channels to prioritize. This session will address how marketers can identify the channels that are the best fit for their customers and their marketing goals.</p>	B	Briefing
1:30– 2:15 p.m. <i>Sandringham/Windsor</i>	<p><b>Marketers + Agencies: Mind The Gap</b> Peter Kim, <i>Senior Analyst</i>, Forrester Research</p> <p>As chief marketers reinvent their organizations to become truly customer-centric, they need help from their trusted advisors — the agency. However, agencies face their own challenges and must reinvent themselves to regain effectiveness. Doing so means closing the gap between marketer and agency perceptions of value.</p>	C	Briefing
1:30– 2:15 p.m. <i>Theater</i>	<p><b>Implementing A Customer-Centric Measurement Program: A Panel Discussion</b> Christine Spivey Overby, <i>Principal Analyst</i>, Forrester Research John Griggs, <i>Director, Customer Experience</i>, H&amp;R Block Digital Tax Solutions Eric Head, <i>Director</i>, ForeSee Results Pat LaPointe, <i>Managing Partner</i>, MarketingNPV Richard Owen, <i>President and CEO</i>, Satmetrix Systems</p> <p>Companies must sort through a variety of measurement methods — market mix modeling, lifetime value, Web measurement, Net Promoter — plus the technologies for creating a measurement program. This session will analyze popular measurement tactics and how to implement a customer-centric measurement program that works for your business.</p>	D	Briefing
1:30– 2:15 p.m. <i>Balmoral</i>	<p><b>AT&amp;T's Networking Exchange Portal: A Case Study</b> Brad Bortner, <i>Director, Custom Research</i>, Forrester Research Alyssa Baer, <i>Senior Research Assistant</i>, Forrester Research Pat Heeter, <i>Director of Networking Exchange</i>, AT&amp;T</p> <p>AT&amp;T has set the bar on how to create an influential customer information portal with Networking Exchange. AT&amp;T's Pat Heeter — Director of Networking Exchange — uses an education-focused portal to deliver content from a variety of industry and AT&amp;T technical experts to aid its business customers in making better technology decisions, without directly marketing AT&amp;T services. After customers register and select specific business challenges and technologies of interest, they receive monthly alerts personalized to these preferences, and have ongoing access to regularly updated information relevant to their issues. The result? The program provides valuable customer insights to improve sales effectiveness and the marketing programs supported by the portal outperform other traditional customer marketing campaigns. Marketing organizations focused on enhancing customer involvement can learn from AT&amp;T's successful approach.</p>	E	Briefing

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**THURSDAY, APRIL 12, 2007 (continued)**

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:15 – 2:30 PM	<b>Intermission</b>		
2:30– 3:15 p.m. <i>Chopin</i>	<p><b>Using Culture And Process To Improve Customer Experience</b> Moirra Dorsey, <i>Senior Analyst</i>, Forrester Research</p> <p>Companies want to differentiate products and services by improving customer experience. They also want to cut costs by shifting more customers from human-assisted channels to self-service channels like Web sites and phone self-service systems. To optimize cost without sacrificing customer experience, companies need processes and culture that support business-centric design.</p>	A	Briefing
2:30– 3:15 p.m. <i>Trianon</i>	<p><b>A Framework For Customer Loyalty</b> Lisa Bradner, <i>Senior Analyst</i>, Forrester Research</p> <p>Points programs, rewards programs, frequent buyer discounts — many so-called “loyalty programs” exist, but which of them actually create and drive loyalty? This session will explore the different approaches to building and sustaining meaningful customer loyalty.</p>	B	Briefing
2:30– 3:15 p.m. <i>Theater</i>	<p><b>Making The Best Use Of Mobile As A Channel</b> Christine Spivey Overby, <i>Principal Analyst</i>, Forrester Research Charles Golvin, <i>Principal Analyst</i>, Forrester Research</p> <p>Mobile communications are an everyday part of US consumers’ lives – making mobile a powerful new channel for marketers. When done right, mobile campaigns yield high response rates and increase consumer engagement. Still, 79% of consumers are annoyed by the idea of mobile marketing. Thus, marketers must adopt a more nuanced campaign approach to reach consumers, one that focuses on value over interruption. This session will explore how marketers use customer-centric planning and creative tactics to create campaigns that exploit mobile and delight their intended audience.</p>	B	Briefing
2:30– 3:15 p.m. <i>Sandringham/Windsor</i>	<p><b>Technology And Process To Support Experience-Based Differentiation</b> William Band, <i>Principal Analyst</i>, Forrester Research</p> <p>Organizations are finding traditional means of differentiation difficult to sustain. As a result, companies are focusing on customer experience to win and retain customers. Technology’s role in this strategy is often overlooked, but executives must be prepared to build alignment between business and IT, define business processes, and understand technology solutions.</p>	C	Briefing

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**THURSDAY, APRIL 12, 2007 (continued)**

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:30– 3:15 p.m. <i>Balmoral</i>	<p><b>Closing The B2B Marketing Loop</b></p> <p>Laura Ramos, <i>Vice President</i>, Forrester Research</p> <p>B2B marketers say that marketing measurement is a top challenge and that they struggle to tie marketing spend to sales results. This presentation looks at the key metrics and practices B2B marketers use to track qualified leads to closed deals and quantitatively demonstrate marketing's contribution to revenue.</p>	D	Briefing
3:15– 3:30 p.m.	<b>Intermission</b>		
3:30– 4:15 p.m. <i>Chopin</i>	<p><b>Transforming Employees Into Brand Advocates</b></p> <p>Cindy Commander, <i>Analyst, The CMO Group</i>, Forrester Research</p> <p>To be successful, customer centric companies need to know what their brand stands for, that it reflects the needs and desires of their core consumers, and that every employee in their organization reflects the qualities and values of the brand. This session will explore the best ways to create an organization built around your brand and to make sure that every part of your organization promotes the brand values through all customer touch points.</p>	A	Briefing
3:30– 4:15 p.m. <i>Sandringham/Windsor</i>	<p><b>Best Practices For Search Engine Marketing</b></p> <p>Shar VanBoskirk, <i>Senior Analyst</i>, Forrester Research</p> <p>Search marketing is now the largest share of the interactive marketing mix, and yet many marketers are still basic at best in their applications of keyword search and search engine optimization tactics. This session will highlight some must-do best practices around paid search and SEO that will help marketers integrate search more strategically with their other on- and offline marketing programs.</p>	B	Briefing
3:30– 4:15 p.m. <i>Balmoral</i>	<p><b>The Direct Marketing Ecosystem</b></p> <p>David Frankland, <i>Senior Analyst</i>, Forrester Research</p> <p>The majority of marketers that outsource their database marketing function, work with multiple service providers. With so many vendor options across a multitude of sub-markets, identifying the optimal mix of vendors is challenging. This session will lay out the direct marketing landscape and identify the key players.</p>	C	Briefing
3:30– 4:15 p.m. <i>Trianon</i>	<p><b>Measuring Rich Internet Applications</b></p> <p>Megan Burns, <i>Senior Analyst</i>, Forrester Research</p> <p>Companies want to know how users interact with Rich Internet Applications (RIA) and how they impact key metrics like conversion rate. This session will examine the latest in RIA measurement tools and offer insight into the metrics that successful companies use to evaluate the usability and performance of their RIAs.</p>	D	Briefing

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**THURSDAY, APRIL 12, 2007 (continued)**

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
3:30– 4:15 p.m. <i>Theater</i>	<b>Operationalizing Customer Analytics</b> Suresh Vittal, <i>Senior Analyst</i> , Forrester Research  Most firms have built customer databases and implemented technologies to better understand customer behavior. But firms struggle to integrate the customer insight into daily operations to inform and improve customer experiences. This session will address the process of making customer insight available and actionable at the customer touch points.	E	Briefing
4:15 p.m.	<b>Event Ends</b>		

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