

# Consumer Forum 2007

## Winning In A World Transformed By Social Technologies

October 11-12, 2007 • Hilton Chicago • Chicago, Ill.

### Event Agenda

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

#### Event Track Themes — An Overview

TRACKS	
A	<p><b>How To Socialize Your Brand</b></p> <p>Brand marketing is changing rapidly as consumers develop new ways of communicating and sharing their opinions, with or without the marketer’s blessing. To compensate, many marketers have rushed to embrace emerging channels, like blogs, flogs (fake blogs), and social networks, many of which have landed with a thud. To avoid pitfalls, marketers must mix creative applications of these tactics with rigorous processes and technologies to maintain brand authenticity and integrity. This track will provide marketers with case studies, frameworks, and tips for striking this balance and for measuring and increasing brand equity by using social media and technologies. <b>This track focuses on the Marketing Leadership professional and Interactive Marketing professional roles.</b></p>
B	<p><b>Using Social Technologies To Boost Sales</b></p> <p>The growth of Social Computing across all industries creates new challenges for sellers in today’s market. Companies are gradually losing their grip on the reins of their corporate messaging as it falls into the hands of consumers. Should this new multichannel mayhem be of concern only to the retailers and brands that sell primarily to younger generations? Or, are social technologies providing new ways for consumers of all ages to influence each other — and their wallets? In this track, learn the answers to these questions and discover how to sell to today’s tech-savvy consumers by harnessing the power of social technologies. <b>This track focuses on the eBusiness, Channel and Product Management professional role.</b></p>
C	<p><b>Designing Great Social Experiences</b></p> <p>All strategies fall flat when they don’t meet the needs of target users — the same is true with Social Computing. How can you design interactions to more deeply engage users with your company and your brand? In this track, Forrester analysts and industry executives will share best practices and tips for designing experiences that support your Social Computing efforts. <b>This track focuses on the Customer Experience professional role.</b></p>
D	<p><b>Applying Social Computing To Market Research</b></p> <p>Getting valid intelligence about and from Social Computing technologies presents unique and exciting challenges for market researchers. What can be measured, in terms of Social Computing’s effect on purchase dynamics and brand? What new infrastructure demands will arise because of the growing ubiquity of Social Computing? How much of marketers’ focus should be devoted to Social Computing in all of their marketing tasks? These are all valid questions for which market researchers need to come up with answers. In this track, Forrester analysts and industry executives will share their insights concerning what is and what can be measured in terms of Social Computing’s effects, where the current challenges lie, and how best to gain these insights for your own organization. <b>This track focuses on the Market Research professional role.</b></p>

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# Event Agenda

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THURSDAY, October 11, 2007			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
7:30–8:30 a.m. 8 <sup>th</sup> Street Registration Desk Grand Ballroom Foyer & Normandie Lounge	<b>Event Registration And Continental Breakfast</b>		
8:30–8:50 a.m. Grand Ballroom	<b>Setting The Stage</b> Carrie A. Johnson, <i>Vice President, Research Director</i> , Forrester Research Christine Spivey Overby, <i>Vice President, Research Director</i> , Forrester Research	All	Keynote
8:50–9:35 a.m. Grand Ballroom	<b>Your Customers Are Revolting ;-)</b> Charlene Li, <i>Vice President, Principal Analyst</i> , Forrester Research  <ul style="list-style-type: none"> <li>Who are the people using social technologies?</li> <li>What impact will this have on my company?</li> <li>What's the future of this groundswell?</li> </ul>	All	Keynote
9:35–10:20 a.m. Grand Ballroom	<b>Social Networking And User-Generated Content In Today's Media Environment</b> Christie Hefner, <i>Chairman and CEO</i> , Playboy Enterprises  <ul style="list-style-type: none"> <li>What roles do social technologies and emerging media play in extending the Playboy brand?</li> <li>How does consumer-generated content impact traditional magazine content and sales?</li> <li>How does Playboy maintain its premium brand status in the face of user-generated content?</li> </ul>	All	Keynote
9:30 a.m.–5:30 p.m. Southwest Exhibit Hall	<b>One-On-One Meetings With Forrester Analysts</b>		
10:20–11:05 a.m. Southwest Exhibit Hall	<b>Morning Break In The Technology Showcase</b>		
10:30 – 10:50 a.m. Southwest Exhibit Hall	<b>Theater Presentation by Forrester's Technographics Market Research Team</b> <b>Master Social Technographics By Diving Into The Market Research Behind It, And Learn About Forrester's Technographics® Survey Data</b> Ted Schadler, <i>VP of Consumer Technographics</i> , Forrester Research Céline Seror, <i>Director of Consumer Technographics Europe</i> , Forrester Research  Social Technographics is an important tool to help marketing and strategy professionals understand the impact of social computing activities — including social networking, blogging, and social media — on consumers. This session will describe how you can harness Forrester's Consumer Technographics survey data to create a social Technographics profile of your customers and prospects. With profiles in hand, you can drill deeply into your customers' media, device, retail, banking, wireless, and healthcare needs in North American, European, Asia Pacific, and Hispanic markets.	All	Theater Presentation

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**THURSDAY, October 11, 2007** *(continued)*

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
11:05–11:45 a.m. <i>Grand Ballroom</i>	<p><b>The New New Media: How The Rise Of User-Generated Content Will Change The Way You Target Prospects And Customers</b> Kevin H. Johnson, <i>Digital Organization Leader, Services Division, Acxiom Digital</i></p> <ul style="list-style-type: none"> <li>• Web 2.0 operates according to new rules — and so does advertising in and around user-generated content</li> <li>• (At least) three new technologies will facilitate and accelerate the change in online marketing</li> <li>• Successful next-generation marketers will blend digital, direct, and broadcast marketing techniques (and maybe even budgets)</li> </ul>	All	Keynote
11:45 a.m.–12:30 p.m. <i>Grand Ballroom</i>	<p><b>Corporate Image In The Age Of Social Technologies</b> Richard Edelman, <i>President and CEO, Edelman</i></p> <ul style="list-style-type: none"> <li>• What is the role of PR in the social technology world?</li> <li>• How does this change the role of agencies?</li> <li>• What should companies do to prepare?</li> </ul>	All	Keynote
12:30–1:45 p.m. <i>Southwest Exhibit Hall</i>	<b>Lunch In The Technology Showcase</b>		
1:15–1:35 p.m. <i>Southwest Exhibit Hall</i>	<p><b>Theater Presentation By [x+1]</b> <b>Don't Play 20 Questions To Learn More About Your Customers</b> Jason Shulman, <i>CRO, [x+1]</i></p> <p>[x+1] Chief Revenue Officer Jason Shulman hosts 20 questions with one of [x+1]'s most forward-thinking clients to provide the audience with an inside look into online marketing strategy and how predictive marketing helped the client achieve their online goals. This presentation uncovers and discusses the marketers' end-to-end strategy employed to successfully implement an optimization solution. By addressing and defining the marketing challenges that online brand marketers face and how to overcome them, participants of this session will take away the following:</p> <ul style="list-style-type: none"> <li>• Actionable best practices for predictive marketing and their practical application by today's online marketers</li> <li>• How marketers, small and large, can benefit from this emerging technology — increasing revenue and profitability</li> </ul>	All	<b>Theater Presentation</b>

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**THURSDAY, October 11, 2007 (continued)**

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<p>1:45–2:30 p.m. Northwest Hall Salon A</p>	<p><b>Beyond The Site: How To Harness User-Generated Content — A Panel Discussion</b>            Brian Haven, <i>Senior Analyst</i>, Forrester Research            Sam Decker, <i>Chief Marketing Officer</i>, Bazaarvoice            Sean McDonald, <i>Director, Global Online Community</i>, Dell            Alex Miller, <i>Director, Internet Content, Community &amp; Multichannel</i>, QVC</p> <p>Retailers like Walmart.com, Sears, and Macy’s, and brands like Doritos, have successfully harnessed the power of user-generated content (UGC) to improve marketing and merchandising and to create a customer-centric culture. This panel discussion will explore tips, tactics, and takeaways from companies that have used UGC to build communities and improve their brand standing with customers.</p> <ul style="list-style-type: none"> <li>• Which examples of UGC contribute to a brand’s strength and performance?</li> <li>• What level of control should companies try to assert when supporting UGC?</li> <li>• How do companies measure the impact of UGC — both on and off their sites?</li> </ul>	<p>A</p>	<p>Briefing</p>
<p>1:45–2:30 p.m. Northwest Hall Salon B</p>	<p><b>How Social Computing Can Help Sell</b>            Sucharita Mulpuru, <i>Senior Analyst</i>, Forrester Research</p> <p>The power of word-of-mouth marketing is unequivocal, but the jury continues to be out on the value of Social Computing to the retail sales process. This session will explore the value of tools like customer reviews, tags, and blogs to various customer and retail segments. Attendees will learn:</p> <ul style="list-style-type: none"> <li>• Who should use Social Computing tools in their sales cycle?</li> <li>• If there is a framework to thinking about when, where, how, and for whom?</li> <li>• Should anyone be afraid of user-generated content?</li> </ul>	<p>B</p>	<p>Briefing</p>
<p>1:45–2:30 p.m. Northwest Hall Salon C</p>	<p><b>Designing Experiences For Young Consumers</b>            Bruce D. Temkin, <i>Vice President, Principal Analyst</i>, Forrester Research            Ross Popoff-Walker, <i>Researcher</i>, Forrester Research</p> <p>Gen Yers (18 to 26-year-olds) are a coveted but finicky audience — influential, Web-savvy media junkies with money to spend. This session will discuss Gen Y behaviors and attitudes, and identify best practices for designing online experiences that reach young consumers.</p> <ul style="list-style-type: none"> <li>• How are Gen Yers different — what makes them tick?</li> <li>• What do young consumers like to do online?</li> <li>• What are the best practices for reaching Gen Yers online?</li> </ul>	<p>C</p>	<p>Briefing</p>

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<p>1:45–2:30 p.m. Northwest Hall Salon D</p>	<p><b>Sizing The Market For Social Computing Technologies</b> G. Oliver Young, <i>Analyst</i>, Forrester Research</p> <p>As firms embrace Social Computing, the vendors of the underlying technologies see huge growth potential. But how much and how fast will the demand for Web 2.0 products like wikis, blogs, RSS, and mashups actually grow? This session forecasts demand through 2012, and recommends specific strategies for vendor success.</p> <p>Attendees of this session will walk away with:</p> <ul style="list-style-type: none"> <li>• The current size and shape of the Social Computing/Web 2.0 market and the fundamental drivers for adoption</li> <li>• The expected size and shape of the Social Computing/Web 2.0 market over the next five years and how vendors should approach it</li> <li>• Which market segments will grow the fastest and the largest, and which technologies have the most upside</li> </ul>	<p>D</p>	<p>Briefing</p>
<p>2:30–2:45 p.m. <b>Intermission</b></p>			
<p>2:45–3:15 p.m. Northwest Hall Salon A</p>	<p><b>Guest Executive Forum: Leo Burnett Worldwide</b> <b>Act To Attract: Making Yourself Desirable In The Online World</b> Marc Landsberg, <i>Director of Strategy and Development</i>, Leo Burnett Worldwide</p> <p>Does your brand meet people easily? Or do you come across as awkward and stiff? Is your brand a giver or a taker? In this new world of social technology, demonstrations of higher value have never been more important.</p> <p>At this one-of-a-kind session, Marc Landsberg, Leo Burnett’s global corporate strategist and president of digital arm, Arc Worldwide, will teach you how to ensure your brand’s success in social situations, i.e., all those social networks out there. A former stand-up comic and marketing visionary, Marc will make interesting parallels between your business and people looking for love.</p>		<p><b>GUEST EXECUTIVE FORUMS</b></p>
<p>2:45–3:15 p.m. Northwest Hall Salon B</p>	<p><b>Guest Executive Forum: Blast Radius</b> <b>Open Branding - The Opportunity for a Billion People to Help Build Your Brand</b> Gurval Caer, <i>CEO</i>, Blast Radius Bert DuMars, <i>Vice President</i>, Newell Rubbermaid</p> <p>Join Gurval Caer, CEO of Blast Radius, as he leads a panel discussion with Newell Rubbermaid and Starbucks on the future of brands in a world of social technologies. With over 1 billion people online, we will explore how to enhance your brand by tapping into the power of communities.</p> <ul style="list-style-type: none"> <li>• What is the impact of enabling customers to help build your brand?</li> <li>• How to create brands as services that make people’s lives easier, better, and richer?</li> <li>• What is the future of open brands?</li> </ul>		<p><b>GUEST EXECUTIVE FORUMS</b></p>

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<p>2:45–3:15 p.m. Northwest Hall Salon C</p>	<p><b>Guest Executive Forum: Critical Mass</b>  <b>Always In Beta: How Big Business Can Benefit From ‘Little’ Innovation</b>            David Armano, <i>Vice President, Experience Design</i>, Critical Mass            Stan Joosten, <i>Innovation Manager, Holistic Consumer Communication</i>, Procter &amp; Gamble            Manish Mehta, <i>Vice President, Global Online</i>, Dell</p> <p>Innovation isn’t limited to R+D rooms anymore. The Web 2.0 movement — powered by scrappy startups such as Twitter, Malhalo, and even YouTube — has proven that innovation often happens in iterations. Build, launch, tweak, measure, repeat. Digital experiences seem to be always “in beta” — learning and evolving along the way.</p> <p>Join this discussion with executives from Dell and Procter &amp; Gamble to explore how their companies are listening, learning, and evolving, using digital tools.</p> <ul style="list-style-type: none"> <li>• How can little innovations lead to big ideas?</li> <li>• How can organizations foster the development of continuous small innovations?</li> <li>• How can companies reap the benefits of being always “in beta”?</li> </ul>		<p><b>GUEST EXECUTIVE FORUMS</b></p>
<p>2:45–3:15 p.m. Northwest Hall Salon D</p>	<p><b>Guest Executive Forum: WHITTMANHART Interactive</b>  <b>How To Interact With Your Community</b>            Rebecca Coleman, <i>Senior Vice President, Client Services</i>, WHITTMANHART Interactive</p> <p>Even though brand enthusiastic communities are comprised of groups of people who possess a common interest in a brand, they look to each other for cues on how to consume it. Encouraging a culture of sharing, fellowship, and, most importantly, participation, is key to maintaining established brand connections and even more paramount in driving broader reach. In this session, we’ll explore strategies for interacting with your community both directly and through online applications and content.</p>		<p><b>GUEST EXECUTIVE FORUMS</b></p>
<p>3:15–4:00 p.m. Southwest Exhibit Hall</p>	<p><b>Afternoon Break In The Technology Showcase</b></p>		
<p>3:30 – 3:50 a.m. Southwest Exhibit Hall</p>	<p><b>The Forrester Groundswell Awards</b>            Josh Bernoff, <i>Vice President</i>, Forrester Research            Charlene Li, <i>Vice President, Principal Analyst</i>, Forrester Research</p> <p>Forrester Research presents the Forrester Groundswell awards — the top social applications in the areas of listening, talking, energizing, supporting, embracing, managing, and social impact. Winners are chosen based on proof of business value, innovation, audacity, and authenticity.</p>	<p><b>All</b></p>	<p>Theater Presentation</p>

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<p>4:00–4:45 p.m. Northwest Hall Salon A</p>	<p><b>Brand Monitoring: What Works And What Doesn't — A Panel Discussion</b>            Peter Kim, <i>Senior Analyst</i>, Forrester Research            David Churbuck, <i>Vice President, Global Web Marketing</i>, Lenovo            Suzanne Fanning, <i>Sr. Manager of Public Relations</i>, Fiskars Brands            Karl Long, <i>Web/Social Media Integration Manager, N-Gage</i>, Nokia</p> <p>Since 2006, when we published a Forrester Wave™ on brand monitoring, more client-side marketers have adopted technologies to mine mainstream and consumer-generated media for brand insights and to put the resulting insights into action. This panel discussion will cover the:</p> <ul style="list-style-type: none"> <li>• Differences between brand monitoring solutions and vendors</li> <li>• Best practices of brand monitoring programs</li> <li>• Worst practices of brand monitoring programs</li> </ul>	<p>A</p>	<p>Briefing</p>
<p>4:00–4:45 p.m. Northwest Hall Salon B</p>	<p><b>Coffee, Tea, Or A Blog? A Case Study On How Delta Air Lines Is Employing Social Computing</b>            Henry H. Harteveltdt, <i>Vice President and Principal Analyst</i>, Forrester Research            Laura R. Hunnicutt, <i>General Manager - Customer Experience</i>, Delta Air Lines</p> <p>Delta Air Lines — a 73-year-old, \$19 billion global airline — serves 311 destinations in 52 countries. Following a tough 18 months in bankruptcy, Delta emerged in early 2007 as a renewed business, complete with new corporate identity, expanded global route network and improvements to the in-flight experience. As part of Delta's transformation, Delta is making extensive use of Social Computing technologies to connect with its customer base — and encourage customers to connect with Delta in a way other than those traditionally employed by airlines, such as price and frequent-flier programs.</p> <p>From a Web site designed to accept travelers' suggestions (delta.com/change) to consumer-generated video content — SiteSeer — to a new two-way public-facing blog, Under the Wing, Delta is pioneering Social Computing applications in the global travel industry. Laura Hunnicutt, Delta's general manager - customer experience, will present a case study that discusses how and why Delta embraced this strategy, the challenges it faced — and continues to face — as it executes its Social Computing strategy, and what the airline and Delta's customer experience team has learned since launching these initiatives.</p>	<p>B</p>	<p>Briefing</p>

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
4:00–4:45 p.m. Northwest Hall Salon C	<p><b>Designing Mobile Social Networks — A Panel Discussion</b>            Vidya Lakshmiopathy, <i>Analyst</i>, Forrester Research            Michael Eyal Sharon, <i>Co-founder and CTO</i>, Socialight            Nicholas Tommarello, <i>President and Founder</i>, Urban Interactive</p> <p>Forty-four percent of consumers with a mobile phone use some type of mobile data service — including SMS messaging, picture messaging, surfing the mobile Internet, and watching mobile videos. MySpace, Facebook, Flickr, and others all have a mobile presence, allowing users to update their profiles and their friends to receive updates by text message. Brands like Coca-Cola are using mobile social networks as an innovative new form of mobile marketing. This session will cover design best practices for mobile social networks.</p> <ul style="list-style-type: none"> <li>• What are mobile social networks and who uses them?</li> <li>• Who designs mobile social networks?</li> <li>• How much research goes into designing a mobile social network?</li> </ul>	C	Briefing
4:00–4:45 p.m. Northwest Hall Salon D	<p><b>Trends In Consumer Usage Of Social Networking Sites</b>            Brad M. Bortner, <i>Principal Analyst</i>, Forrester Research            Gian Fulgoni, <i>Chairman and Co-founder</i>, comScore</p> <p>Social networking sites, including YouTube, MySpace, and an incredible variety of blogs focused on every topic imaginable, have exploded in popularity. Gian Fulgoni, Chairman and Co-founder of comScore, will present on four key issues of importance:</p> <ul style="list-style-type: none"> <li>• The trends in consumer usage of social networking sites, highlighting the massive global audiences attracted by the leading sites, and the characteristics of the various user segments</li> <li>• The role currently played by these sites in influencing consumer behavior</li> <li>• Consumer attitudes toward the use of advertising on social networking sites in comparison to more traditional media</li> <li>• Guidelines for the type of advertising on social networking sites to which consumers are likely to be most receptive</li> </ul>	D	Briefing
4:45–5:00 p.m.	<b>Intermission</b>		
5:00–5:45 p.m. Grand Ballroom	<p><b>Connected Entertainment: Delivering New Ways To Bring People Together</b>            Robert J. Bach, <i>President, Entertainment &amp; Devices Division</i>, Microsoft</p> <ul style="list-style-type: none"> <li>• How has Microsoft evolved into a modern consumer electronics company?</li> <li>• How will the digitization of music, movies, TV, and more drastically change the business of today’s entertainment companies?</li> <li>• How are online services changing the way consumers connect and share their entertainment experiences?</li> </ul>	All	Keynote

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**THURSDAY, October 11, 2007(continued)**

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
5:45–5:50 p.m. <i>Grand Ballroom</i>	<b>Day One Wrap-Up</b> Carrie A. Johnson, <i>Vice President, Research Director</i> , Forrester Research Christine Spivey Overby, <i>Vice President, Research Director</i> , Forrester Research	All	Keynote
5:50–7:30 p.m. <i>Southwest Exhibit Hall</i>	<b>Networking Reception In The Technology Showcase</b>		
6:15–6:35 p.m. <i>Southwest Exhibit Hall</i>	<b>Theater Presentation by Roundarch</b> <b>Engaging Customers And Beating The Competition With Rich Experiences</b> Jeff Maling, <i>President and Chief Experience Officer</i> , Roundarch  Rich Internet patterns have emerged as a driving force in the next generation of the Web. Most sites are just scratching the surface in terms of exploiting rich Internet patterns. But in order to capitalize on these opportunities, companies need to become even more focused on the principles of user-centered design — research, persona development, interaction design, and testing. They also need to rethink their approach to some areas such as technology development, site measurement, and search engine optimization.	All	Theater Presentation

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
7:30–8:30 a.m. <i>8<sup>th</sup> Street Registration Desk Grand Ballroom Foyer &amp; Normandie Lounge</i>	<b>Event Registration And Continental Breakfast</b>		
7:30–8:20 a.m. <i>Continental Ballroom C</i>	<b>Breakfast Presentation By inQ - You Don't Know Chat</b> Donna Cohen, <i>SVP, Customer Experience, inQ</i>  In this thought-provoking session, Donna Cohen, senior vice president of customer experience at inQ, explores — and illustrates — how business as usual does not cut it anymore in the chat world, especially when it comes to selling. Ms. Cohen will review the current state of the art and its limitations, and show examples of how the leaders in online commerce are breaking out of the chat mold into more profitable, more customer-focused online experience.		
8:30–8:40 a.m. <i>Grand Ballroom</i>	<b>Welcome And Opening Remarks</b> Carrie A. Johnson, <i>Vice President, Research Director, Forrester Research</i> Christine Spivey Overby, <i>Vice President, Research Director, Forrester Research</i>	All	Keynote
8:40–9:25 a.m. <i>Grand Ballroom</i>	<b>Business Strategies For Success In The Groundswell</b> Josh Bernoff, <i>Vice President, Forrester Research</i>  <ul style="list-style-type: none"> <li>• What strategy should I choose in the social world?</li> <li>• How will it pay off?</li> <li>• How can I get started?</li> </ul>	All	Keynote
9:25–10:10 a.m. <i>Grand Ballroom</i>	<b>MTV: Defining The Next Generation</b> Christina Norman, <i>President, MTV</i>  <ul style="list-style-type: none"> <li>• What are the new rules of engagement for youth today?</li> <li>• How can brands stay a step ahead of their consumers?</li> <li>• How will the discovery of music and entertainment evolve over the next five years?</li> </ul>	All	Keynote
9:30 a.m.–4:00 p.m. <i>Southwest Exhibit Hall</i>	<b>One-On-One Meetings With Forrester Analysts</b>		
10:10–10:55 a.m. <i>Southwest Exhibit Hall</i>	<b>Networking Break In The Technology Showcase</b>		
10:25–10:45 a.m. <i>Southwest Exhibit Hall</i>	<b>Theater Presentation By Forrester Research</b> <b>Interactive Marketing Strategy Consulting</b> <b>Dave Matson, Product Manager, Forrester Research, Inc.</b>  Deciding how best to reach customers was simpler when channels were limited to print, television, and radio. Today, marketers can choose from a wealth of new technologies and interactive channels such as: <ul style="list-style-type: none"> <li>• Email and search marketing</li> <li>• Behavioral and contextual targeting</li> <li>• Social computing (i.e., blogs, social networks, podcasting)</li> <li>• Mobile marketing</li> </ul>	All	Theater Presentation

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**FRIDAY, October 12, 2007 (continued)**

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
10:55–11:50 a.m. <i>Grand Ballroom</i>	<p><b>People Who Are Changing The Face Of Media — A Panel Discussion</b>            Jeremy Allaire, <i>Founder and CEO, Brightcove</i>            Ze Frank, <i>Founder, ZeFrank.com</i>            Philip Kaplan, <i>Founder and President, Products, AdBrite</i></p> <ul style="list-style-type: none"> <li>• What are the most surprising and profound changes in store for media?</li> <li>• How must advertising models adapt to survive?</li> <li>• What immediate steps should advertisers take to prepare for this transformed media environment?</li> </ul>	All	Keynote
11:50 a.m.–12:35 p.m. <i>Grand Ballroom</i>	<p><b>Why The Convergence Culture Matters To You</b>            Henry Jenkins, <i>Co-Director, MIT Comparative Media Studies, MIT</i></p> <ul style="list-style-type: none"> <li>• Which characteristics of a society lead to high levels of participation in content creation?</li> <li>• How have participatory cultures changed the relationship between consumers and brands?</li> <li>• Are media convergence and consumer participation ultimately and exclusively good for society?</li> </ul>	All	Keynote
12:35–1:45 p.m. <i>Southwest Exhibit Hall</i>	<b>Lunch In The Technology Showcase</b>		
1:15–1:35 p.m. <i>Southwest Exhibit Hall</i>	<p><b>Theater Presentation By IBM</b>  <b>Today's Agile Enterprise Marketer</b>            Cristene Gonzalez Wertz, <i>Practice Lead, Marketing Strategy and Effectiveness, IBM</i></p> <p>The rapidly evolving mediascape has created new revenue opportunities but also an increasingly powerful voice of the consumer. Marketing must embrace this social approach but also monetize its power. This means creating new competencies, tools, and approaches to build relevant dialogues with the customer. We'll discuss these new competencies and their organizational benefits, harnessing the power of the people to stimulate customer engagement, purchase, and loyalty.</p>	All	Theater Presentation
1:45–2:30 p.m. <i>Northwest Hall Salon A</i>	<p><b>Mobile's Role In Social Computing</b>            Charles S. Golvin, <i>Principal Analyst, Forrester Research</i></p> <p>With 80% of North American consumers now owning a mobile phone, mobile is increasingly a viable part of the marketing mix. Mobile's inherent strength as a communications medium and its resonance with Gen Y and Gen X makes the medium a particularly strong addition to the marketing campaigns that build social connections between brands and consumers. This session will explore the role that mobile plays in Social Computing and provide a framework for integrating mobile into the marketing mix.</p> <ul style="list-style-type: none"> <li>• What's the reach of mobile marketing tools?</li> <li>• How do these tools support connections between brands and consumers?</li> <li>• How should marketers use mobile as part of integrated marketing campaigns?</li> </ul>	A	Briefing

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**FRIDAY, October 12, 2007 (continued)**

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<p>1:45–2:30 p.m. Northwest Hall Salon B</p>	<p><b>Are You Engaged? The Pros And Cons Of Engaging A Community Online — A Panel Discussion</b>            Carlton Doty, <i>Senior Analyst</i>, Forrester Research            Bob Arnold, <i>Leader, beinggirl.com</i>, Procter &amp; Gamble            John Bruce, <i>CEO</i>, Awareness            Janet Eden-Harris, <i>CEO</i>, Umbria            Lydia Reynolds, <i>Vice President, Strategy</i>, NYTimes.com            Online communities such as blogs can be both enlightening and frightening to sellers and marketers. While using the Web to communicate with customers and prospects is not a new practice, online communities are changing the rules of the game. What was once a one-way street, where consumers could listen but not speak, is quickly transforming into a free-flowing discussion that can give sellers the opportunity to really hear how consumers feel about their products and services — the good, bad, and ugly. This panel discussion will explore how online communities can influence your organization in intended or unintended ways. Learn how organizations are:</p> <ul style="list-style-type: none"> <li>• Managing and monitoring their image in online communities</li> <li>• Engaging in online communities to gain customer insight on their products, services, and competitors</li> <li>• Hosting blogs and measuring their impact on the organization</li> </ul>	<p>B</p>	<p>Briefing</p>
<p>1:45–2:30 p.m. Northwest Hall Salon C</p>	<p><b>Social Computing Trends: An Interactive Agency Roundtable</b>            Kerry Bodine, <i>Principal Analyst</i>, Forrester Research            David Friedman, <i>President, Central Region</i>, Avenue A   Razorfish            Gard Gibson, <i>Partner, Managing Director of Digital Insights &amp; Advanced Technologies</i>, VML            Mark Kingdon, <i>CEO</i>, Organic            Top interactive marketing agencies have deep expertise designing Social Computing applications across multiple industries. These leaders will share their recent experiences and provide insights to help attendees understand current and future trends.</p> <ul style="list-style-type: none"> <li>• When is a Social Computing application right for a corporate Web site?</li> <li>• How do leading companies tap into sites like MySpace and Second Life?</li> <li>• What is the future of Social Computing?</li> </ul>	<p>C</p>	<p>Briefing</p>
<p>1:45–2:30 p.m. Northwest Hall Salon D</p>	<p><b>The Hidden Value In Word-Of-Mouth Marketing</b>            Peter Kim, <i>Senior Analyst</i>, Forrester Research            Dave Balter, <i>Founder and CEO</i>, BzzAgent            Steve Scebelo, <i>SVP, Corporate Marketing</i>, Gemstar-TV Guide International            Forrester’s Consumer Technographics® data shows that consumers trust word-of-mouth (WOM) communications more than any form of marketing message. Currently most marketers focus on the benefits of WOM, a cost-effective media channel, however, marketers can also unlock key insights by using WOM as a market research tool.            Key takeaways:</p> <ul style="list-style-type: none"> <li>• How marketers compare WOM marketing with traditional media channels?</li> <li>• How can WOM be used for market research purposes?</li> <li>• What are the keys to using WOM successfully for outbound communication and inbound listening?</li> </ul>	<p>D</p>	<p>Briefing</p>

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**FRIDAY, October 12, 2007 (continued)**

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:30–2:35 p.m.	<b>Intermission</b>		
2:35–3:20 p.m. Northwest Hall Salon A	<p><b>How To Socialize Your Brand Without Really Trying: Using Technology To Share And Leverage Brand Assets — A Panel Discussion</b>            Lisa Bradner, <i>Senior Analyst</i>, Forrester Research            Charles Fiesel, <i>Managing Director</i>, Roundarch            Raymond Velez, <i>Vice President, National Technology Lead</i>, Avenue A   Razorfish</p> <p>Marketers are challenged to manage more channels than ever in global organizations, without sacrificing brand consistency, quality, or message. In this session, panelists from leading media firms and agencies will discuss how to put your marketing assets to better use; how to leverage technology to maintain brand positioning, quality, and consistency; how to increase the cooperation and productivity of internal teams; and how to make sure your brand message has consistency and impact regardless of the medium by which it's delivered.</p>	A	Briefing
2:35–3:20 p.m. Northwest Hall Salon B	<p><b>Virtual Worlds — Payback Time?</b>            Paul Jackson, <i>Principal Analyst</i>, Forrester Research</p> <p>Despite being around in one form or another for the past 12 years, technology and public appetite have finally caught up with the notion of virtual worlds. The past 12 months have seen the rise of Second Life, the emergence of new rivals to its crown (There.com, Entropia), companies investing in virtual world applications for training and collaboration purposes, and an ongoing press feeding frenzy around all things virtual. But what are the real returns from investing and participating in a virtual world? This session will separate hype from reality, take a cold hard look at the number of people using virtual world applications and evaluate whether firms are getting a good return on their investment. In more detail, this session will explore:</p> <ul style="list-style-type: none"> <li>• How far have we come in the past year: user numbers, offerings on the market?</li> <li>• Which eBusiness companies are more heavily committed to virtual worlds (aside from vendors in the space)?</li> <li>• How much does involvement cost?</li> </ul>	B	Briefing
2:35–3:20 p.m. Northwest Hall Salon C	<p><b>Customer Review Design Best Practices</b>            Megan Burns, <i>Senior Analyst</i>, Forrester Research</p> <p>Customer reviews, the vehicles on eCommerce Web sites that enable users to comment on products, services, brands, and experiences (and have those comments viewed by others), have become increasingly popular. The overwhelming majority of Web shoppers use product reviews when they shop online. And while incorporating customer reviews has many benefits, integrating them onto a Web site is easier said than done. This session will answer the following questions:</p> <ul style="list-style-type: none"> <li>• How do potential buyers use customer reviews?</li> <li>• What elements does a customer review system need to have?</li> <li>• Which design practices make customer reviews as useful as possible?</li> </ul>	C	Briefing

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**FRIDAY, October 12, 2007 (continued)**

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<p>2:35–3:20 p.m. Northwest Hall Salon D</p>	<p><b>A Global Look At Consumers’ Social Computing Behavior</b> Jacqueline Rousseau-Anderson, <i>Manager, Data Advisors and Operations</i>, Forrester Research Dia Ganguly, <i>Data Researcher</i>, Forrester Research</p> <p>This session will present and analyze Forrester’s Consumer Technographics® survey data from 14 countries on consumers’ Social Computing activities and the lessons it presents for marketing professionals. We will introduce our global analysis of “Social Technographics” — how consumers segment based on their adoption and use of Social Computing activities like blogging, social networking, and social media.</p> <p>Key takeaways:</p> <ul style="list-style-type: none"> <li>• How do 14 countries in North America, Europe, and Asia vary in consumer adoption and use of social networking and social media?</li> <li>• How do consumers segment by their Social Computing behaviors?</li> <li>• What lessons does a segmentation based on Social Computing behaviors hold for marketing professionals?</li> </ul>	D	Briefing
<p>3:20–3:25 p.m.</p>	<p><b>Intermission</b></p>		
<p>3:25–4:10 p.m. Northwest Hall Salon A</p>	<p><b>Measuring Engagement — How Marketing Technology And Customer Insight Can Help You Get The Most Out Of Your Socially Engaged Consumers</b> Brian Haven, <i>Senior Analyst</i>, Forrester Research Suresh Vittal, <i>Senior Analyst</i>, Forrester Research</p> <p>Many social media marketing programs are predicated to build “brand engagement,” but what is the value of engagement? How should you measure it, and what technologies can help marketers capture and convert engaged customers? This session will explore:</p> <ul style="list-style-type: none"> <li>• What engagement is and how you should value it</li> <li>• The latest marketing technologies to help you capture and convert engaged customers</li> <li>• Frameworks and best practices for leveraging engaged consumers</li> </ul>	A	Briefing
<p>3:25–4:10 p.m. Northwest Hall Salon B</p>	<p><b>Social Tagging: What It Is And How It Can Help Your Online Sales Strategy</b> Sarah Rotman Epps, <i>Analyst</i>, Forrester Research Brian Rosenblat, <i>Online Retail Industry Lead</i>, Endeca Technologies Jay Shaffer, <i>VP Marketing</i>, PowerReviews</p> <p>Social tagging — once an obscure pastime of tech-savvy del.icio.us fans — is now finding a home on mainstream eCommerce sites, selling everything from hiking boots to hotel rooms. In an interactive presentation and panel discussion, we’ll explain what social tagging is, how it works, and why you might consider using tagging on your own consumer-facing Web site. Learn how to:</p> <ul style="list-style-type: none"> <li>• Determine whether social tagging is a good fit for your customer base</li> <li>• Understand the challenges and pitfalls of social tagging</li> <li>• Identify opportunities for using social tagging on your own Web site</li> </ul>	B	Briefing

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**FRIDAY, October 12, 2007 (continued)**

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<p>3:25–4:10 p.m. Northwest Hall Salon C</p>	<p><b>Blog Design Best Practices</b> Harley Manning, <i>Vice President, Research Director</i>, Forrester Research</p> <p>Forrester evaluated the customer experience of blogs written by the executives of large US companies, corporate product and branding teams, newspaper journalists, and today’s most popular professional bloggers. While product/brand teams fared best, not one blog passed our usability tests, and even the best blogs we looked at had major flaws.</p> <ul style="list-style-type: none"> <li>• What are the major design flaws in today’s blogs?</li> <li>• What best practices did we find in blog design?</li> <li>• How can you apply Forrester’s blog review methodology?</li> </ul>	C	Briefing
<p>3:25–4:10 p.m. Northwest Hall Salon D</p>	<p><b>Measuring Online Video And Advertising Success</b> James L. McQuivey, <i>Vice President</i>, Forrester Research</p> <p>Online video — from social video sites like YouTube to hot prime-time shows streamed in HD on ABC.com — is swiftly becoming one of the most important tools for reaching an audience with your brand or message. But how should it be measured? What metrics are the best indicators of success? These questions are especially important for sites that use syndicated video as a way to build up ad inventory.</p> <p>Key takeaways:</p> <ul style="list-style-type: none"> <li>• How online video uniquely engages consumers</li> <li>• Metrics for tracking video audience engagement</li> <li>• Which video ad models perform best</li> <li>• How to measure video ad performance</li> </ul>	D	Briefing
<p>4:10 p.m.</p>	<p><b>Event Ends</b></p>		

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