








November 15-16, 2007 - Hotel Rey Juan Carlos - Barcelona

Thursday 15 November, 2007

08:00 - 09:00	<b>Registration &amp; Continental Breakfast</b> in Technology Showcase	
09:00 - 09:10	<b>Forum Welcome</b> Dennis van Lingen, President Marketing & Strategy, Forrester Research	
09:10 - 09:50	<b>The Shared Experience</b> Jaap Favier, Vice President & Research Director, Forrester Research • 2012: How will communities affect the brand experience? • How can firms differentiate themselves in this leveling playing field?	
09:50 - 10:30	 <b>The Future Consumer</b> Mark P. Taylor, Chief Marketing Technologist Officer, Wunderman • What will consumers expect in 2012? • What will be the role of social networks?	
10:30 - 11:00	Morning Break in Technology Showcase	
11:00 - 11:40	<b>The Groundswell Of Social Computing</b> Josh Bernoff, Principal Analyst, Forrester Research • Which consumers are using social technologies around the world? • What are the main strategies that companies should use to benefit from this activity?	<b>Experience-Based Differentiation</b> Benjamin Ensor, Principal Analyst, Forrester Research • Why do financial services firms need to differentiate? • What is experience-based differentiation, and why does it matter to financial services executives? • How can financial firms create differentiated experiences?
11:40 - 11:45	Changeover Break	
11:45 - 12:25	<b>Open Branding - The Opportunity for a Billion People to Help Build Your Brand</b> Curval Caer, CEO & President, Blast Radius • What's the impact of enabling customers to help build your brand? • How to create brands as services that make people's lives easier, better, richer? • What's the future of open brands?	<b>Track: Customer-Centric Marketing</b> Moderator: Michelle de Lussanet <b>Customer-Centric Financial Services Marketing</b> Peter Kim, Senior Analyst, Forrester Research • Why is customer centricity more important than ever? • What initiatives are financial services marketers implementing? • How can financial services marketers make customer centricity real?
12:25 - 13:40	Networking Lunch	<b>Track: Differentiating Channel Experiences</b> Moderator: Benjamin Ensor <b>Developing "Jyske Differences"</b> Frank Pedersen, Head of Marketing, Jyske Bank • What is the "Jyske Differences" concept? • What was the innovation process behind the concept, and what are the results?

Forrester Role Key

-  Customer Experience Professional
-  Interactive Marketing Professional
-  Strategy Professional
-  Direct Marketing Professional
-  Channel & Product Management Professional
-  Marketing Leadership Professional
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Event Forrester's Consumer Marketing Forum EMEA 2007  
Thursday 15 November 2007


Forrester's Consumer Marketing Forum EMEA 2007		Forrester's Financial Services Forum EMEA 2007		
13:40 - 13:45	<b>Track: Sharing Content</b> <b>Moderator:</b> Rebecca Jennings <b>Radio + Social Media: A Killer Combination</b> Nathalie Schwarz, Director of Radio, Channel 4 <ul style="list-style-type: none"> <li>• How did Channel 4 combine user and professional content?</li> <li>• What are the winning business models?</li> </ul>	<b>Track: Sharing Brand</b> <b>Moderator:</b> Shar VanBoskirk <b>Interactive Marketing's Role Amidst User-Generated Media</b> Shar VanBoskirk, Senior Analyst, Forrester Research <ul style="list-style-type: none"> <li>• What is the value of Net marketing in a social media world?</li> <li>• How can established online marketing tools introduce you to Web 2.0?</li> </ul>	<b>Track: Customer-Centric Marketing</b> <b>Moderator:</b> Michelle de Lussanet <b>Web Analytics And Friends: The Holistic Approach To Online Optimization</b> Craig Menzies, Analyst, Forrester Research <ul style="list-style-type: none"> <li>• What is Web analytics and how can it improve your Web site?</li> <li>• How can Web analytics be used with other tools to maximize customer insight?</li> <li>• How can you make it work for your organization?</li> </ul>	<b>Track: Differentiating Channel Experiences</b> <b>Moderator:</b> Benjamin Ensor <b>Relationship-Based Pricing: Does It Differentiate The Experience?</b> Mary Pilecki, Senior Analyst, Forrester Research <ul style="list-style-type: none"> <li>• Why should we implement relationship-based pricing?</li> <li>• What technology and processes do we need?</li> <li>• Which vendors can help?</li> </ul>
14:25 - 14:30 Changeover Break				
14:30 - 15:00	<b>Guest Executive Forum: Transforming Enterprises Into Globally Collaborative, Real-time, On-line Publishers</b> Eric Duchemin, General Director, HAFIBA <ul style="list-style-type: none"> <li>• Globally collaborative on-line commercial publishing tools for the consumer marketing industry</li> <li>• Create a high-performance, real-time, automated publishing environment that streamlines and controls all global users and processes, eliminates delays, redundancies and bottlenecks and ensures corporate branding</li> <li>• Greatly increase production levels, obtain significant ROI's and create new revenue streams</li> </ul>	<b>Guest Executive Forum: Connect® Digital Consumer Connections</b> Mathilde Beljaarts, Senior Consultant, MetrixLab <ul style="list-style-type: none"> <li>• Online communities offer many opportunities to involve consumers in the daily business of the marketer</li> <li>• But how to best use the consumer as a source of inspiration instead of just for evaluation?</li> <li>• And how to optimize online communities for consumer research purposes?</li> </ul>	<b>Guest Executive Forum: Mobile Signatures – Securing and Expanding Financial Services</b> Tapio Vallahti, CEO, Valimo Wireless <ul style="list-style-type: none"> <li>• How is fraud affecting confidence in online banking?</li> <li>• Simultaneously maximizing security and customer convenience</li> <li>• Real-life experiences of mobile signatures</li> </ul>	
15:00 - 15:25 Afternoon Break in Technology Showcase				
15:25 - 16:05	<b>Case Study: Disney Integrates Consumer Content</b> Tessa Moore, VP Marketing, Walt Disney International <ul style="list-style-type: none"> <li>• How did Disney stimulate consumers to contribute to its brand?</li> <li>• What business results did this generate?</li> </ul>	<b>Buzz Your Products And Brand By Engaging With Key Online Influencers</b> Sandrine Plasserand, Brand Manager, Small Cars & Customer Offers, Renault <ul style="list-style-type: none"> <li>• How do you identify those influencers and engage with them?</li> <li>• How do you monitor the online buzz that they create around your product and brand?</li> </ul>	<b>Making The Most Of Customer Interactions</b> Simon Baines, Head of Customer Insight, Nationwide Building Society <ul style="list-style-type: none"> <li>• How is Nationwide trying to improve the experience of its customers?</li> <li>• What progress has Nationwide made?</li> <li>• What difference is it making?</li> </ul>	
16:05 - 16:10 Changeover Break				
16:10 - 16:50	<b>Building A Successful User-Generated Content Strategy For Fun And Profit</b> Paul Jackson, Principal Analyst, Forrester Research <ul style="list-style-type: none"> <li>• What are the benefits, barriers, and pitfalls of UGC for brands?</li> <li>• How can brand and product managers jump the hurdles?</li> </ul>	<b>My Home Is My Playground: Identity And Identification On The Internet</b> Lars Schwenk, Managing Director, Cyworld Europe <ul style="list-style-type: none"> <li>• How do people express themselves on the internet? What do they want and what do they get?</li> <li>• Why should I care? How important are trust and meaningful relationships to online users?</li> <li>• The Cyworld experience: How to make money and be fair to your users, content providers, and advertisers at the same</li> </ul>	<b>Bringing Advice Into The 21st Century</b> Alyson Clarke, Principal Analyst, Forrester Research <ul style="list-style-type: none"> <li>• Is expert advice still important to consumers?</li> <li>• How do current advice models need to change?</li> <li>• How can firms benefit from making advice more relevant?</li> </ul>	
16:50 - 16:55 Changeover Break				
16:55 - 17:35	<b>How Do You Share The Digital World With Your Customers?</b> Adam Freeman, Commercial Director, The Guardian <ul style="list-style-type: none"> <li>• How do you need to build your business around your community?</li> <li>• What role does digital play in this model?</li> </ul>	<b>Organic Branding</b> Lisa Bradner, Senior Analyst, Forrester Research <ul style="list-style-type: none"> <li>• How does Social Computing change brand marketing?</li> <li>• How should marketing leaders use social media to build lasting brands?</li> </ul>	<b>Citibank's European Strategy</b> Sanjeeb Chaudhuri, CMO EMEA, Citibank <ul style="list-style-type: none"> <li>• Developing a differentiated brand</li> <li>• Building a customer-centric strategy</li> <li>• Driving profitable growth</li> </ul>	
17:35 - 17:40	<b>Day One Closing Remarks</b> Rebecca Jennings, Senior Analyst, Forrester Research	<b>Day One Closing Remarks</b> Shar VanBoskirk, Senior Analyst, Forrester Research	<b>Day One Closing Remarks</b> Cliff Condon, Vice President & Research Director, Forrester Research	
17:40 - 19:30 Evening Event				

Forrester Role Key








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08:30 - 09:00	<b>Continental Breakfast</b> in Technology Showcase	
09:00 - 09:15	<b>Welcome</b> Jaap Favler, Vice President & Research Director, Forrester Research	<b>Welcome</b> Cliff Condon, Vice President & Research Director, Forrester Research
09:15 - 09:55	<b>Case Study: Lancôme Creates Beauty Buzz</b> <i>Michel Campan, VP Interactive Marketing &amp; CRM, Lancôme International</i> <ul style="list-style-type: none"> <li>• How does Lancôme create buzz around its brand?</li> <li>• What are the lessons learned for relationship management?</li> </ul>	<b>How To Organize For Experience-Based Differentiation</b> <i>Kerry Bodine, Principal Analyst, Forrester Research</i> <ul style="list-style-type: none"> <li>• What skills are required to deliver great customer experiences?</li> <li>• How do top financial services firms organize their online resources?</li> <li>• How do culture and process drive better customer experiences across multiple channels?</li> </ul>
09:55 - 10:35	 <b>The Value Of Your Customers</b> <i>Mary Beth Kemp, Senior Analyst, Forrester Research</i> <ul style="list-style-type: none"> <li>• Why is getting your consumers' social networks important?</li> <li>• How to recognize your consumers with high social value?</li> </ul>	 <b>Using Differentiation To Win/Grow Market Share</b> <i>Mats Torstendahl, CEO, Danske Bank Sweden</i> <ul style="list-style-type: none"> <li>• Danske Bank's Swedish strategy</li> <li>• Achieving the right culture and organization</li> <li>• The results</li> </ul>
10:35 - 11:00	<b>Morning Break</b> in Technology Showcase	
11:00 - 11:40	<b>Track: Understanding Networks</b> Moderator: Brad Bortner <b>Measuring The Value And Impact Of Online Video</b> <i>James McQuivey, Vice President, Senior Analyst, Forrester Research</i> <ul style="list-style-type: none"> <li>• Which facts do firms need before they jump into online video?</li> <li>• What metrics should be used to measure success?</li> <li>• Mobile video: case study</li> </ul> 	<b>Track: Marketing to Communities</b> Moderator: Mary Beth Kemp <b>Seeding And Harvesting In Social Networks</b> <i>Scott Otte, European Marketing Manager, Wrangler</i> <ul style="list-style-type: none"> <li>• How can brands use social networks?</li> <li>• What are the secrets of pull marketing success?</li> </ul> 
11:40 - 11:45	<b>Changeover Break</b>	
		 <b>Using New Media To Build Brand And Win Customers</b> Alison Leonard, Head of Internet, HSBC UK/First Direct <ul style="list-style-type: none"> <li>• First Direct's approach to eBusiness</li> <li>• Driving online sales</li> <li>• Meeting customers' expectations and measuring the results</li> </ul>

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



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Forrester's Financial Services Forum EMEA 2007

	Track: Understanding Networks	Track: Marketing to Communities	Track: Driving eBusiness	Track: Making Every Interaction Count
11:45 - 12:25	<p><b>Influencing A Community</b></p> <p><i>Kim Moeller, Global Marketing Communications Manager, Bang &amp; Olufsen</i></p> <ul style="list-style-type: none"> <li>• How did B&amp;O identify influencers in its community?</li> <li>• How did it use influencers and the fan site beoworld.org for product launch?</li> </ul> 	<p><b>Social Computing: Show me the money</b></p> <p><i>Victoria Bracewell Lewis, Senior Analyst, Forrester Research</i></p> <ul style="list-style-type: none"> <li>• How does Social Computing affect the bottom line?</li> <li>• What revenue models work best for retail and brands?</li> </ul> 	<p>Moderator: Cliff Condon</p> <p><b>Strategies And Tactics For Developing A Superior Online Selling Site</b></p> <p><i>Brad Strothkamp, Senior Analyst, Forrester Research</i></p> <ul style="list-style-type: none"> <li>• What is the relationship between service and sales?</li> <li>• What are the expectations of today's online financial services shoppers?</li> <li>• Five principles driving today's best-practice sales sites</li> </ul> 	<p>Moderator: Benjamin Ensor</p> <p><b>Differentiating Through The Branch Customer Experience</b></p> <p><i>Peter Myers, Customer Strategy &amp; Delivery, NAB</i></p> <ul style="list-style-type: none"> <li>• NAB's strategy in the UK market</li> <li>• The importance of branch delivery</li> <li>• Measuring the results</li> </ul> 
12:25 - 12:30	Changeover Break			
12:30 - 13:10	<p><b>Consumer Reviews Shake Up The Industry</b></p> <p><i>Paulo Salvador, Vice President Relationship and Internet Marketing, Accor</i></p> <ul style="list-style-type: none"> <li>• What has been the effect of sites like TripAdvisor?</li> <li>• How does Accor respond to consumer input?</li> </ul> 		<p style="background-color: #0000ff; color: white;">Track: Driving eBusiness</p> <p><b>Building Better Service Sites</b></p> <p><i>Tim van Tongeren, Analyst, Forrester Research</i></p> <ul style="list-style-type: none"> <li>• Which service channels do financial consumers want?</li> <li>• How can financial services companies create a satisfying service experience?</li> <li>• How can firms improve the total customer experience with better Web sites?</li> </ul> 	<p style="background-color: #0000ff; color: white;">Track: Making Every Interaction Count</p> <p><b>How Bankinter Competes By Delivering Differentiated Customer Experience</b></p> <p><i>Juan Zanon, Head of CRM, Bankinter</i></p> <ul style="list-style-type: none"> <li>• How does Bankinter measure the impact of customer experiences?</li> <li>• How is CRM key to differentiate Bankinter's customer experience?</li> <li>• What are the real-life examples?</li> </ul> 
13:10 - 14:30	Networking Lunch			
14:30 - 15:10	<p><b>Success Factors Of WOM Marketing</b></p> <p><i>Rebecca Jennings, Senior Analyst, Forrester Research</i></p> <ul style="list-style-type: none"> <li>• How can you identify high-value WOM audiences?</li> <li>• What kind of message will succeed?</li> </ul> 		<p><b>Building Better Customer Experiences</b></p> <p><i>Bojan Bleic, VP Customer Experience, Credit Suisse</i></p> <ul style="list-style-type: none"> <li>• In what way is Credit Suisse's customer experience a competitive weapon?</li> <li>• How does Credit Suisse approach developing great customer experience?</li> <li>• What cultural changes are necessary and how do you provoke them?</li> </ul> 	<p><b>Using Marketing Technologies To Become Customer-Centric</b></p> <p><i>Suresh Vittal, Senior Analyst, Forrester Research</i></p> <ul style="list-style-type: none"> <li>• Top marketing technologies that support customer centricity</li> <li>• The evolution of the enterprise marketing platform</li> <li>• Navigating the vendor landscape</li> </ul> 
15:10 - 15:50	<p><b>Community Dynamics</b></p> <p><i>Jay Stevens VP, Operations, EMEA MySpace</i></p> <ul style="list-style-type: none"> <li>• Who influences who, and how, in a social network?</li> <li>• Which brand communications work?</li> </ul> 		<p style="background-color: #0000ff; color: white;">Track: Driving eBusiness</p> <p><b>Industry Panel: The Future Of The Online Channel</b></p> <p>Moderator: Benjamin Ensor</p> <ul style="list-style-type: none"> <li>• How are consumers online financial activities changing?</li> <li>• What will online channels in financial services look like in five years?</li> <li>• What must financial services firms incorporate in their next generation of online offerings?</li> </ul> 	
15:50 - 16:00	<p><b>Closing Remarks</b></p> <p>Jaap Favier, Vice President &amp; Research Director, Forrester Research</p>		<p><b>Closing Remarks</b></p> <p>Cliff Condon, Vice President &amp; Research Director, Forrester Research</p>	

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