



Consumer Forum 2008

Keeping Ahead Of Tomorrow's Customer

October 28–29, 2008 • Gaylord Texan • Dallas, Texas

TRACKS

A	<p>eBusiness & Channel Strategy Professional</p> <p>Customers are changing, and eBusiness needs to evolve to meet the demands of the customers of the future. Sessions in this track will answer questions such as: How will my customers transact with me in the future? Where will sales and service take place? How can my business organize to support these changes? How will I manage customer data and use it to improve my business? In this track, learn the answers to these questions and find out what you need to do to adapt your eBusiness to serve tomorrow's customers.</p>
B	<p>Consumer Product Strategy Professional</p> <p>The rapid pace of technology innovation constantly opens up opportunities for new consumer products and services. But successful product strategies begin with consumer needs and are only enabled by new technologies. This track explores the needs and behaviors of consumers when they are considering new products and looks at product innovation best practices.</p>
C1	<p>Consumer Market Research Professional</p> <p>Consumer market researchers are often asked to deliver viewpoints on the future: What will consumers demand tomorrow? Yet consumer data often offers only a snapshot representing today's consumer preferences. This track explores research methods that will help market researchers gain deep insight into the demands of consumers — insight that will last into the future.</p>
C2	<p>Direct Marketing Professional</p> <p>Customers interact with your organization at multiple touchpoints and expect a consistent experience across them all. This track explores how to develop a multichannel view of your customers and leverage it to establish an enterprisewide customer contact strategy designed to improve customer experience, enhance engagement, and boost profitability.</p>
D	<p>Customer Experience Professional</p> <p>Customer Experience professionals will face the increasing challenge of delivering differentiating cross-channel experiences to consumers with tighter budgets. This track explores how to model the business impact of customer experience, balance innovation and ROI in the project portfolio, and deliver great customer experiences online and across multiple channels.</p>
E1	<p>Interactive Marketing Professional</p> <p>As consumers increasingly connect with social technologies, their networks become powerful influencers of their brand and purchase preferences. Marketers can leverage these networks to acquire new customers or build relationships with existing ones. This track will uncover how consumers interact with networks and how some brands are tapping into these networks.</p>
E2	<p>Marketing Leadership Professional</p> <p>In the next 10 years, all consumers will block brands and content that don't meet their individual or social needs, even on television. In this track, marketing leaders will learn how their organizations can remain relevant to consumers by offering uniqueness, connections, and control.</p>

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EVENT AGENDA

All track themes and sessions are subject to change.

TUESDAY, OCTOBER 28, 2008			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
7:30–8:30 a.m. <i>Texas Foyer</i>	EVENT REGISTRATION AND CONTINENTAL BREAKFAST		
8:30–8:50 a.m. <i>Texas Ballroom C & D</i>	Welcome And Setting The Stage Carrie Johnson, <i>Vice President, Research Director</i> , Forrester Research	All	Keynote
8:50–9:35 a.m. <i>Texas Ballroom C & D</i>	Consumers + Technology: The 20-Year View James L. McQuivey, Ph.D., <i>Vice President, Principal Analyst</i> , Forrester Research Consumer technology power comes when foundational technologies meet core consumer needs, triggering a change in consumer behavior and providing business opportunity. Using 10 years of Forrester Consumer Technographics® data, this session will show how this pattern — driven by our constant needs as consumers — has repeated over and over, creating new opportunities, transforming industries, and changing our lives. This session will look at questions including: <ul style="list-style-type: none"> • What constant human needs drive change and opportunity? • How do the last 10 years show us how to benefit from technology? • How will consumer needs shape the next 10 years? 	All	Keynote
9:35–10:20 a.m. <i>Texas Ballroom C & D</i>	Tuning In To Online Consumers Cameron Death, <i>Vice President, Digital Content</i> , NBC Universal <ul style="list-style-type: none"> • What have been the most dramatic and noticeable changes in consumer attitudes and behavior toward television over the past 10 years? • How has NBC adapted its on-air programming to accommodate wired consumers? • What kinds of changes are in store for television and online programming in the next 10 years? 	All	Keynote
9:30 a.m.–5:30 p.m. <i>Texas Foyer</i>	ONE-ON-ONE MEETINGS WITH FORRESTER ANALYSTS		

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TUESDAY, OCTOBER 28, 2008 CONTINUED

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
10:20–11:05 a.m. <i>Texas Ballroom A & B</i>	NETWORKING BREAK IN THE TECHNOLOGY SHOWCASE		
10:30–10:50 a.m. <i>Texas Ballroom A & B</i>	<p>Theater Presentation by Forrester Research -- Technographics Presents Tomorrow's Consumer: The Youth Market</p> <p>Jackie Rousseau-Anderson, <i>Manager, Global Operations and Consulting</i>, Technographics</p> <p>Keeping ahead of tomorrow's consumers is only possible by understanding the current youth market. These younger consumers are a digitally native generation and they experience the world differently as a result of their affinity and immersion in technology and the Internet. In this informative session you will learn more about the behavior, attitudes and technology adoption of 12-to-18-year-olds. Join us as we share newly available survey data and present Forrester's Youth TechStyle segmentation model.</p>	All	Theater Presentation
11:05–11:45 a.m. <i>Texas Ballroom C & D</i>	<p>Web 2.0 . . . Meet Consumer 200.0</p> <p>Tim Suther, <i>Senior Vice President, Digital Marketing Services</i>, Acxiom</p> <p>Nearly everyone agrees on the importance of engaging consumers across a vast array of channels. Why, then, have so few actually fully accomplished it? Join us for a lively marketing debate designed to drill through the buzz, find what's real, and dispel the pretenders. Marketing is changing rapidly; change or be changed, but how should firms evaluate their options? This session will look at this and other questions including:</p> <ul style="list-style-type: none"> • How should firms design strategies for centricity around tomorrow's customer? • How should firms navigate the delicate balance between enabling technologies and privacy/compliance concerns? • Moving beyond anecdote, how do marketers develop and leverage fact-based views that are at the heart of tomorrow's customers' needs? 	All	Keynote
11:45 a.m.–12:30 p.m. <i>Texas Ballroom C & D</i>	<p>Creating Value By Making Change</p> <p>James W. Keyes, <i>Chairman and Chief Executive Officer</i>, Blockbuster</p> <ul style="list-style-type: none"> • What can other consumer-facing companies learn from the radical customer behavioral change that affected the movie rental business? • Can a company rooted in the physical world transform itself into a digital entertainment company? • What's next for Blockbuster? 	All	Keynote

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
12:30–1:45 p.m. <i>Texas Ballroom A & B</i>	LUNCH IN THE TECHNOLOGY SHOWCASE		
1:15–1:35 p.m. <i>Texas Ballroom A & B</i>	<p>Theater Presentation by Roundarch: Developing Measurable Social Media Applications Aman Datta, <i>Vice President</i>, Roundarch John Peebles, <i>Vice President, Online Marketing</i>, Avis Budget Group</p> <p>Today, many marketing professionals are asking themselves: “How do I leverage Social Media to increase brand awareness and sales?” AND “How do I do it in a way that is effective and can show ROI?”. Avis has launched a car reservation social-media widget with an immersive Web 2.0 experience, enabling customers and partners to share and distribute the widget easily.</p> <p>In this presentation, Avis and Roundarch will present the business and technical approach of the widget and will demonstrate its functionality.</p>	All	Theater Presentation
1:45–2:30 p.m. <i>Texas Ballroom 1</i>	<p>Transacting With The Customers Of The Future Sucharita Mulpuru, <i>Principal Analyst</i>, Forrester Research</p> <p>In this session, we’ll examine trends in eBusiness that point to the future of digital transactions. In 2015, how will people find products? What will influence their purchasing decisions? What forms of payment will they use? What will customer service be like? This session will look at these and other questions including:</p> <ul style="list-style-type: none"> • How are digital transactions changing? • What are the key technologies and vendors to watch? • How can I prepare to transact with the customers of the future? 	A	Briefing

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<p>1:45–2:30 p.m. <i>Texas Ballroom 3</i></p>	<p>Driving Consumer Product Innovation For Tomorrow’s Consumers Paul Jackson, <i>Principal Analyst</i>, Forrester Research</p> <p>As consumer devices and services companies struggle with increased global competition, commoditization, and a shift to always-connected consumers, how do they ensure that they stay relevant? This session will look at key tools and techniques that keep winning products fresh and deliver innovative consumer products. Several case studies will also be discussed in the session. You will hear about:</p> <ul style="list-style-type: none"> • Key pressures that threaten today’s consumer product brands. • Tools that will help you deliver ongoing innovation and competitiveness. • Two firms that are particularly adept at consumer product innovation. 	<p>B</p>	<p>Briefing</p>
<p>1:45–2:30 p.m. <i>Texas Ballroom 5</i></p>	<p>Creating A Multichannel View Of Your Customer Suresh Vittal, <i>Principal Analyst</i>, Forrester Research</p> <p>A comprehensive view of the customer helps marketers deliver productive customer experiences, support marketing measurement, and drive new business opportunities. However, organizational as well as data- and technology-related issues prevent marketers from stitching together a comprehensive view of the customer. This session will outline Forrester’s methodology for improving marketers’ chances for success and will address:</p> <ul style="list-style-type: none"> • Why unifying customer data is a strategic imperative. • Understanding the organizational issues that handicap marketers’ efforts. • Using Forrester’s four steps to ensure data integration success. 	<p>C2</p>	<p>Briefing</p>

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<p>1:45–2:30 p.m. <i>San Antonio 1</i></p>	<p>How To Keep Cross-Channel Consumers Happy Adele Sage, <i>Analyst</i>, Forrester Research</p> <p>The Web has become just one of many channels — like email, phone, and chat — that consumers weave in and out of on a daily basis. But many firms fail to provide customer experiences that enable seamless transitions from channel to channel. Learn how to design experiences that satisfy and delight cross-channel consumers. This session will look at questions including:</p> <ul style="list-style-type: none"> • How satisfied are consumers with researching, buying, and servicing in various channels? • How has the usability of cross-channel experiences changed over the past several years? • How can design teams provide great customer experiences that smoothly bridge multiple channels? 	<p>D</p>	<p>Briefing</p>
<p>1:45–2:30 p.m. <i>Dallas 7</i></p>	<p>Where Is Social Technology Going — And Where Should You Follow It? Josh Bernoff, <i>Vice President, Principal Analyst</i>, Forrester Research</p> <p>Participation in social technologies — blogs, social networks like Facebook, online communities — is not only growing but is also changing. Older consumers are joining youth as participants even as youth take on new activities like microblogging. How should this change your strategy? This session will explore:</p> <ul style="list-style-type: none"> • How is the demographic makeup of social participants changing? • What can we learn from countries like Korea and Japan, where participation is more advanced? • How will new standards in social technology transform the experience? • What should companies do to prepare for these changes? 	<p>E1</p>	<p>Briefing</p>
<p>2:30 – 2:45 p.m.</p>	<p>INTERMISSION</p>		

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<p>2:45–3:15 p.m. <i>Texas Ballroom 1</i></p>	<p>Guest Executive Forum: Blast Radius</p> <p>From Customer Insight To Social Brand Strategy Sarah Dickinson, <i>Strategy Director</i>, Blast Radius</p> <p>In today’s networked world, the essence of a brand is largely defined by customer perceptions. Marketers looking to bring their brand to life online in this environment may find their traditional brand strategy tool kit falling short. This session will use case studies to introduce an insight-driven brand methodology that includes:</p> <ul style="list-style-type: none"> • Using customer research to check for “brand gaps.” • Infusing customer insights into your brand DNA. • Defining a customer-validated social brand strategy. 		<p>Guest Executive Forums</p>
<p>2:45–3:15 p.m. <i>Texas Ballroom 3</i></p>	<p>Guest Executive Forum: CriticalMass</p> <p>Viva La Evolution! Revolutionizing ROI Through “Return On Insight” David Armano, <i>Creative Vice President</i>, Critical Mass Deborah Schultz, <i>Social Media & Marketing Strategy</i>, Independent Consultant</p> <p>Today’s evolving consumers are sophisticated, informed, fickle, and multifaceted. And they’re just getting started! To stay ahead of the (r)evolution, organizations will need to break down their internal silos and adapt to new ways of connecting, communicating, and listening. As companies toss focus groups aside for other forms of input, “netnography” and communities can yield rich insights that lead to future product and service innovations. But to do this, organizations need to rethink return on investment (ROI) from the ground up to rapidly launch and iterate efforts before they get dismissed. Learn how P&G is getting a “return on insight” through initiatives that will help it connect to the ever-evolving customer.</p>		<p>Guest Executive Forums</p>
<p>2:45–3:15 p.m. <i>Texas Ballroom 5</i></p>	<p>Guest Executive Forum: TouchCommerce</p> <p>Boosting AT&T’s Online Sales. Delivered. Larry Cost, <i>Director — Online Acquisition</i>, AT&T</p> <p>In this thought-provoking session, Larry Cost will present AT&T’s outsourced approach to achieving higher online sales and customer satisfaction in the saturated and hypercompetitive world of telecommunication. Mr. Cost will share what drove AT&T to adopt this approach and how the implementation process unfolded as well as reveal the results that AT&T is experiencing.</p>		<p>Guest Executive Forums</p>

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<p>2:45–3:15 p.m. <i>Dallas 7</i></p>	<p>Guest Executive Forum: WHITTMANHART DEWmocracy: When Users Compete And Collaborate To Create The Next Dew Steve Bava, <i>Director, Strategic Development</i>, WhittmanHart Alex Sanger, <i>General Manager, LA</i>, WhittmanHart</p> <p>Learn how WhittmanHart and Mountain Dew used gaming, social networking, and a little celebrity power to get 700,000 people to spend 21 minutes per session actually developing a new product. A Web video directed by Academy-Award-winner Forest Whitaker introduced a dark world from which consumers journey to determine the color, flavor, name, and packaging of the next Mountain Dew — the elixir fated to restore choice to the people. Mountain Dew Supernova, Voltage, and Revolution (all created on DEWmocracy.com) hit stores for a summer 2008 trial, a national taste test in which fans became campaign managers of their favorite new drink.</p>		<p>Guest Executive Forums</p>
<p>3:15–4:00 p.m. <i>Texas Ballroom A & B</i></p>	<p>AFTERNOON BREAK IN THE TECHNOLOGY SHOWCASE</p>		
<p>3:30 – 3:50 p.m. <i>Texas Ballroom A & B</i></p>	<p>Theater Presentation by Cybertec: A Better Way Of Selling Online Helmut Kirchner, <i>CEO and Founder</i>, Cybertec</p> <p>The challenge to increase conversion rate and order size has become more difficult and expensive than ever. A key factor is that online selling has to rely mostly on a catalogue-based selling model. But a new technology achievement allows integrating a need-based selling process into existing eCommerce sites that introduces a quantum leap in sales performance. This session will introduce this new concept and answer questions including:</p> <ul style="list-style-type: none"> • What does an online need-based selling process look like? • How can you implement a need-based selling process into your existing site? • What benefits can customers and companies expect? 	<p>All</p>	<p>Theater Presentation</p>

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<p>4:00–4:45 p.m. <i>Texas Ballroom 1</i></p>	<p>eBusiness Everywhere: Transacting Via Social Networks, Widgets, Mobile, And Beyond Sarah Rotman Epps, <i>Analyst</i>, Forrester Research</p> <p>In the future, your Web site will be just one point of sale for digital transactions. You’ll be everywhere your customers are, enabling them to transact with you from anywhere. In this session, we’ll discuss how eBusiness will move to a syndication model that supports everywhere transactions, from Facebook to the iPhone, from desktop widgets to ambient devices. This session will look at questions including:</p> <ul style="list-style-type: none"> • Where will my customers transact with me in the future? • How are eBusinesses operating today within social networks, widgets, mobile applications, and other alternative points of service? • What should I do to prepare for a future of “everywhere eBusiness”? 	<p>A</p>	<p>Briefing</p>
<p>4:00–4:45 p.m. <i>Texas Ballroom 3</i></p>	<p>Understanding The Totally Connected Consumer Charles S. Golvin, <i>Principal Analyst</i>, Forrester Research</p> <p>Consumers’ reliance on mobile devices and networks is expanding to incorporate transparent access to information, services, and content as well as connections to their social networks. Those building new products and services for consumers will need to design with ubiquitous access as a foundation rather than an annex.</p> <ul style="list-style-type: none"> • Consumer behavior and expectations regarding access to information, services, and communications will shift radically in the next five years — learn how. • Mobile is not a single channel but multiple channels — understand the range of ways your customers might experience your products. • Mobility is not only about outside the home — learn how mobility plays inside the home and bridges home to the outside world. 	<p>B</p>	<p>Briefing</p>

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<p>4:00–4:45 p.m. Texas Ballroom 5</p>	<p>Using Qualitative And Quantitative Methods To Understand Consumers: A Panel Discussion J.P. Gownder, <i>Principal Analyst</i>, Forrester Research Meredith Lind, <i>Principal</i>, Momentum Market Intelligence Robin Beers, <i>Customer Insights Manager</i>, Wells Fargo</p> <p>Creating a future-proof understanding of consumer behavior requires more than just quantitative or qualitative research alone. To gain insights into tomorrow’s consumers, consumer market research professionals must weave together methodological approaches including ethnography, focus groups, and quantitative methods. This session will explore questions including:</p> <ul style="list-style-type: none"> • How can qualitative methods such as ethnography and focus groups be combined with quantitative methods to provide an understanding of tomorrow’s consumers? • What are the best practices for gaining deep, long-lasting consumer insights from ethnography, focus groups, and quantitative work? • When should consumer market researchers employ each method to gain an understanding of future consumer trends? 	<p>C1</p>	<p>Briefing</p>
<p>4:00–4:45 p.m. San Antonio 1</p>	<p>Bringing The Future Of Play To Life On Line At Build-A-Bear Workshop Dave Finnegan, <i>Chief Information Bear</i>, Build-A-Bear Moira Dorsey, <i>Vice President, Research Director</i>, Forrester Research</p> <p>Build-A-Bear Workshop, Inc. offers children an interactive make-your-own stuffed animal retail–entertainment experience. At the end of 2007, the company launched a virtual world that lets children bring the furry friends they create in stores to life on line. This provides a new level of interactive experience for Build-A-Bear Workshop Guests. Learn how they:</p> <ul style="list-style-type: none"> • Integrated real world stores into a virtual world • Brought marketing, creative, and IT teams together in new ways • Extended the brand relevance and play value to their Guests 	<p>D</p>	<p>Briefing</p>

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4:00–4:45 p.m. <i>Dallas 7</i>	<p>Empowering Millions Of TurboTax Customers To Engage In Conversations</p> <p>Seth Greenberg, <i>Director, Online Advertising & Internet Media</i>, Intuit Michelle de Lussanet, <i>Vice President, Research Director</i>, Forrester Research</p> <p>Learn how Intuit, a traditionally conservative financial software company that just turned 25 years old, has embraced innovation and forward thinking to empower and encouraged more than 15 million TurboTax customers to shape the brand through advertising, product development, and word of mouth. You will see examples of:</p> <ul style="list-style-type: none"> • Consumer-generated media that is both bold and on-strategy and would make any ad agency envious • How to go from zero to 40,000 customer reviews in six weeks • A user contribution system that helped answer 200,000 questions and saved several millions of dollars in call center costs 	E1	Briefing
4:45–5:00 p.m.	INTERMISSION		
5:00–5:45 p.m. <i>Texas Ballroom C & D</i>	<p>Outside Innovation: Profiting From Consumer-Driven Ecosystems</p> <p>Patricia Seybold, <i>CEO, Consultant, Patricia Seybold Group, and Author</i>, Outside Innovation, Customer Revolution, Customers.com</p> <ul style="list-style-type: none"> • How do you build a vibrant consumer-centric ecosystem? • What behaviors should you mine to provide actionable insights that consumers value? • How do you preserve privacy in a tell-all world? 	All	Keynote
5:45–5:50 p.m. <i>Texas Ballroom C & D</i>	<p>Day One Wrap-Up</p> <p>Carrie Johnson, <i>Vice President, Research Director</i>, Forrester Research</p>	All	Keynote
5:50–7:30 p.m. <i>Texas Ballroom A & B</i>	NETWORKING RECEPTION IN THE TECHNOLOGY SHOWCASE		

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
7:30–8:30 a.m. <i>Texas Foyer</i>	EVENT REGISTRATION AND CONTINENTAL BREAKFAST		
7:30 – 8:30 a.m. <i>Texas Ballroom 1</i>	<p>Breakfast Presentation by StrongMail: How To Achieve A 253% Email Marketing ROI Peter Norton, <i>Director of Strategic Services</i>, StrongMail</p> <p>In a time of economic slowdown and shrinking marketing budgets, maximizing the ROI from your email marketing programs has become more important than ever. Implementing the right technology strategy is key, and this session will demonstrate how leading online retailer The Parent Company is achieving a 253% risk-adjusted ROI by centralizing email across 10 retail and content brands, including eToys, BabyUniverse, and ePregnancy.</p> <p>Leveraging data from a recently published Forrester Consulting Total Economic Impact™ study, this presentation will discuss the email challenges The Parent Company faced, its overall email objectives, and how it addressed them with a comprehensive strategy that dramatically improved its email deliverability, reduced costs, and increased revenue. This is a unique opportunity to hear third-party analysis from Forrester Consulting — plus, receive a copy of the study and get your specific questions answered during an extensive Q&A period. This session will discuss:</p> <ul style="list-style-type: none"> • Strategic goals and objectives for The Parent Company's email programs. • Detailed information on how the 253% ROI is being achieved. • The financial impact of improved deliverability. • Economic and process improvements from email centralization. 		
8:30–8:35 a.m. <i>Texas Ballroom C & D</i>	<p>Day Two Opening Remarks Carrie Johnson, <i>Vice President, Research Director</i>, Forrester Research</p>	All	Keynote
8:35–8:45 a.m. <i>Texas Ballroom C & D</i>	<p>Groundswell Awards Josh Bernoff, <i>Vice President, Principal Analyst</i>, Forrester Research</p>	All	Keynote

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<p>8:45–9:30 a.m. <i>Texas Ballroom C & D</i></p>	<p>Marketing From Now On Lisa Bradner, <i>Senior Analyst</i>, Forrester Research</p> <p>The past 10 years have been exhilarating for brands and marketers. Take a deep breath: The next 10 will redefine marketing. Marketers will need to navigate among and negotiate with consumers teeming with contradictions. They are connected . . . but want to be more unique than ever; they're empowered, but reachable everywhere. Consumers ask for relevancy . . . but keep their data private. This keynote session will address questions including:</p> <ul style="list-style-type: none"> • What will strike a cord with your future consumers? • What are the new characteristics of marketing? • How must brands and marketers evolve? 	All	Keynote
<p>9:30–10:15 a.m. <i>Texas Ballroom C & D</i></p>	<p>Using Digital Channels To Fuel The World's Largest Airline Daniel P. Garton, <i>Executive Vice President, Marketing</i>, AMR Corp. and American Airlines</p> <ul style="list-style-type: none"> • How is American Airlines using digital channels to better serve its customers? • How is American Airlines using digital channels to market to and increase its relevance to its customers? • How is American Airlines using digital channels to improve its efficiencies and performance? 	All	Keynote
<p>9:30 a.m.–3:00 p.m. <i>Texas Foyer</i></p>	<p>ONE-ON-ONE MEETINGS WITH FORRESTER ANALYSTS</p>		
<p>10:15–11:00 a.m. <i>Texas Ballroom A & B</i></p>	<p>NETWORKING BREAK IN THE TECHNOLOGY SHOWCASE</p>		

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10:30 – 10:50 a.m. <i>Texas Ballroom A & B</i>	<p>Theater Presentation by Lithium Technologies: Social-Driven Marketing on a Shrinking Budget Karen Orton, <i>Vice-President of Enterprise Solutions</i>, Lithium Technologies</p> <p>Staying in front of social media trends is increasingly difficult for both marketing and customer experience executives. Leading brand companies like AT&T, Sony Playstation, PayPal, and many more are using emerging social trends to engage customers in conversations, generate ideas, and reward key contributors. This presentation will provide proven techniques for quickly launching and maintaining successful customer communities. This session will look at:</p> <ul style="list-style-type: none"> • How can you gain insight and build brand loyalty with customer communities? • What three best practices ensure community success? • How can you get started with limited budget and resources? 	All	Theater Presentation
11:00–11:45 a.m. <i>Texas Ballroom C & D</i>	<p>Keynote Title TBD Debra Coughlin, <i>Executive Vice President, Chief Marketing Officer</i>, Citi Brands</p> <ul style="list-style-type: none"> • Question 1 TBA • Question 2 TBA • Question 3 TBA 	All	Keynote
11:45 a.m.–12:30 p.m. <i>Texas Ballroom C & D</i>	<p>Shopping as the Dipstick of Social Change Paco Underhill, <i>CEO, Envirosell, and Author, <u>Why We Shop</u></i></p> <ul style="list-style-type: none"> • From eCommerce sites to the physical design of bricks and mortar stores our patterns of consumption are a reflection of evolving values. How can the merchant and marketer stay ahead of the curve? • Communication and access to content is a fixed, nonnegotiable costs in our monthly budget. Are Maslow’s hierarchy of needs changing? • In the world of technology, men buy gadgets and woman buy empowerment. What is the role of gender in our on-line world? 	All	Keynote
12:30–1:45 p.m. <i>Texas Ballroom A & B</i>	LUNCH IN THE TECHNOLOGY SHOWCASE		

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WEDNESDAY, OCTOBER 29, 2008 (CONTINUED)

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<p>1:15 – 1:35 p.m. <i>Texas Ballroom A & B</i></p>	<p>Theater Presentation by Forrester Forrester Groundswell Awards Ceremony Josh Bernoff, <i>Vice President, Principal Analyst</i>, Forrester Research Presentation of the Forrester Groundswell Awards, which recognize excellence in accomplishing business goals with social applications. Winners will be recognized in the categories of Listening, Talking, Energizing, Supporting, Embracing, Managing, and Social Impact.</p>	<p>All</p>	<p>Theater Presentation</p>
<p>1:45–2:30 p.m. <i>Texas Ballroom 1</i></p>	<p>Managing Relationships With The Customers Of The Future William Band, <i>Vice President, Principal Analyst</i>, Forrester Research “CRM 2.0” has arrived. The new imperative for marketers is to move their focus from optimizing customer-facing transactional processes to developing collaborative connections with customers. Traditional CRM solutions will continue to aggregate customer data, analyze that data, and automate workflows to optimize business processes. But marketers must find innovative new technologies to engage with emerging “social consumers,” enrich the customer experience through community-based interactions, and architect solutions that are flexible and foster strong customer collaboration. This session will help you:</p> <ul style="list-style-type: none"> • Understand the concept and benefits of CRM 2.0 • Get up to speed on new technology solutions • Learn how early-adopter organizations are implementing next-generation CRM concepts 	<p>A</p>	<p>Briefing</p>
<p>1:45–2:30 p.m. <i>Texas Ballroom 3</i></p>	<p>Web3D — What Consumer Product Strategists Need To Know Paul Jackson, <i>Principal Analyst</i>, Forrester Research As virtual worlds and consumer video gaming platforms lead to a new, more broadly applicable generation of 3D-driven applications, how can companies take advantage of these new platforms? Who is leading, and what pitfalls await the unprepared? This session will look at:</p> <ul style="list-style-type: none"> • What is Web3D, and why does Forrester feel it is so important? • The future evolution of Web3D. • Getting ahead of the game in Web3D. 	<p>B</p>	<p>Briefing</p>

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WEDNESDAY, OCTOBER 29, 2008 CONTINUED

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<p>1:45–2:30 p.m.</p> <p><i>Texas Ballroom 5</i></p>	<p>Establishing An Enterprisewide Customer Communications Strategy Dave Frankland, <i>Senior Analyst</i>, Forrester Research</p> <p>As marketers seek to engage with customers across an ever-increasing array of channels, many struggle to deliver coordinated communication and messaging across lines of business and channels. This session will provide practical advice for establishing and managing an enterprisewide contact strategy, as well as case studies for delivering a consistent customer experience across channels. This session will address:</p> <ul style="list-style-type: none"> • How can an enterprisewide contact strategy enhance customer experience and engagement? • What are the challenges and barriers to establishing an enterprisewide contact strategy? • What is the road map for building a contact strategy? 	<p>C2</p>	<p>Briefing</p>
<p>1:45–2:30 p.m.</p> <p><i>San Antonio 1</i></p>	<p>Balancing Innovation And ROI In The Customer Experience Project Portfolio Megan Burns, <i>Senior Analyst</i>, Forrester Research</p> <p>In the early days of the Web, companies threw money at Web investments without really understanding the potential return. But in today's ROI-driven culture, the situation has reversed: It can be hard to get approval for customer experience innovation projects that seem promising but lack clear economic benefits. This session will look at questions including:</p> <ul style="list-style-type: none"> • How do customer experience leaders at top companies balance the short-term need for profitability with the long-term need for innovation when choosing which projects to work on? • What can companies do to get approval and funding for research and innovation work that has unclear or long-term ROI? 	<p>D</p>	<p>Briefing</p>

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WEDNESDAY, OCTOBER 29, 2008 CONTINUED

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<p>1:45–2:30 p.m. <i>Dallas 7</i></p>	<p>Creating A Successful New Media Outlet In Hyperniche Era Lisa Sherman, <i>Executive Vice President, General Manager</i>, Logo from MTV Networks Josh Bernoff, <i>Vice President, Principal Analyst</i>, Forrester Research</p> <p>With the advent of digital broadband on multiple in-home and mobile platforms, hyperniche audiences are proving to be a powerful key for media outlets that are new or attempting to adapt to this new digital dynamic. In just three years, Logo, MTV Networks' new brand for the LGBT audience, has learned important lessons about connecting with hyperniche audiences, both in terms of programming and distribution. This session will explore how hyperniche targeting can help all kinds of media outlets discover the best ways to reach their audiences in the new multiplatform digital era.</p> <ul style="list-style-type: none"> • What are the best ways to use the Web to engage audiences? • How does hyperniche targeting differ from general audience appeal? • How do you find, engage, and speak to hyperniche audiences? 	<p>E2</p>	<p>Briefing</p>
<p>2:30–2:45 p.m. INTERMISSION</p>			
<p>2:45–3:30 p.m. <i>Texas Ballroom 1</i></p>	<p>Beyond The Org Chart: How To Organize eBusiness For Success Carlton A. Doty, <i>Principal Analyst</i>, Forrester Research</p> <p>Consumers will transact online increasingly in the future. With that growth must come corresponding change within eBusiness organizations. Many firms still struggle with the same old resource constraints, competing priorities, and other organizational challenges that have plagued them for years. In this track session, you will learn:</p> <ul style="list-style-type: none"> • How to assess the maturity of your eBusiness organization. • The secrets to building high-performing eBusiness organizations. • How to take your eBusiness organization into the future with Forrester's eBusiness strategy framework. 	<p>A</p>	<p>Briefing</p>
<p>2:45–3:30 p.m. <i>Texas Ballroom 3</i></p>	<p>How The New World Of Work Impacts Service Providers' Consumer Product Strategy Sally M. Cohen, <i>Analyst</i>, Forrester Research</p> <p>Consumers are changing the way they do work — flex hours, teleworking, and entrepreneurialism — and adapting their</p>	<p>B</p>	<p>Briefing</p>

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	<p>communications services needs accordingly. To take advantage of this growing — and lucrative — segment of the market, service providers like telcos, cablecos, and wireless operators must change the way they create products for these consumers. This session will look at:</p> <ul style="list-style-type: none"> • What home workers want and need from communications services. • Where telecoms are missing the mark with home workers. • How to close the product strategy gap to serve home workers. 		
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WEDNESDAY, OCTOBER 29, 2008 CONTINUED

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:45–3:30 p.m. <i>Texas Ballroom 5</i>	<p>Best Practices In Segmentation Research J. P. Gownder, <i>Principal Analyst</i>, Forrester Research</p> <p>Segmentation analysis continues to be the most difficult research task for consumer market research professionals. Creating segmentation models that are actionable is difficult enough, but creating segmentation models that will last for a long time is even harder. This session will explore methods for future-proofing segmentation research by examining the following questions:</p> <ul style="list-style-type: none"> • What constitutes best-in-class segmentation research? • Can researchers design future-proof segmentation models? • What real-world business concerns can interfere with the research process, and how can they be addressed? • How long into the future can segmentation models retain their explanatory power? 	C1	Briefing
2:45–3:30 p.m. <i>San Antonio 1</i>	<p>Lessons Learned From A Decade Of Web Site Reviews Moir Dorsey, <i>Vice President, Research Director</i>, Forrester Research</p> <p>Since 1998, Forrester has evaluated the usefulness and usability of more than 1,000 Web sites. This session will discuss how common site problems have changed over time and look at best practices for creating compelling online experiences today and in the future, examining questions such as:</p> <ul style="list-style-type: none"> • How has the state of Web site usability changed since 1998? • What common problems still remain from the early days of the Web? • How can customer experience professionals satisfy tomorrow’s online consumers? 	D	Briefing

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WEDNESDAY, OCTOBER 29, 2008 CONTINUED

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<p>2:45–3:30 p.m. <i>Dallas 7</i></p>	<p>The CMO’s Guide To Innovation Cindy Commander, <i>Analyst</i>, Forrester Research</p> <p>As organizations strive to reach their organic growth targets, the need for innovation takes a central focus. Marketing leaders have the opportunity to play a strategic role in the organization by driving innovation forward to meet the needs of consumers as well as further engage consumers in the innovation process itself. This session will cover best practices for how marketers can successfully drive innovation and will address questions including:</p> <ul style="list-style-type: none"> • How can CMOs enable innovation within their organizations to meet the future needs of consumers? • What role should consumers play in innovation processes? • What are the skills and processes to support innovation going forward? 	<p>E2</p>	<p>Briefing</p>
<p>3:30 p.m.</p>	<p>EVENT ENDS</p>		

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