

Marketing Forum 2009

Using The Down Economy To Catalyze Marketing Change

April 23–24, 2009 • Disney Yacht and Beach Club Resort • Orlando, Fla.

EVENT AGENDA

EVENT TRACK THEMES — AN OVERVIEW

TRACKS

A Direct Marketing Professional: *Leveraging Accountability To Demonstrate Value*

Direct marketing has always been focused on ROI. But the current economic environment requires an even greater emphasis on measurement and accountability to stave off the CFO's scalpel. In this track, Forrester analysts and industry experts will deliver insight and practical advice to help direct marketing professionals leverage technology to measure results, plan their digital media mix, and demonstrate results to weather the economic storm.

B Interactive Marketing Professional: *Discovering The Digital Strategies And Tactics That Work*

In an economic downturn, marketers don't have the choice of hiding their money under the mattress. What's more, consumers will be turning to the Web like never before for learning and entertainment, providing unprecedented opportunities for marketers. In this track, Forrester shows marketers best practices for breaking through to consumers by focusing on what really works. Sessions will explore important customer profiles and how to make the most of customer relationships through Social Computing, targeting, and cross-channel campaigns. Additionally, sessions will feature not-to-be-missed case studies that show real-life examples of how to make the most of current technologies and tactics.

C Marketing Leadership Professional: *Nurturing Brands During Tough Times*

In a challenging economy, chief marketing officers and other marketing leaders must make the hard calls about which messages, channels, and media are actually delivering. It's too easy to say TV is expensive and interactive media are experimental. Forrester analysts and industry leaders will give practical advice on how to achieve branding and marketing objectives via emerging and traditional channels, with an eye to fine-tuning strategies for different consumer and B2B customer sets.

D Market Research Professional: *Gaining Insight From New Sources*

Market researchers have experienced seismic changes in their jobs since the global adoption of online and mobile technologies, both in how they do research as well as how they track the success of online investments for their firms. In a down economy, market researchers are rising in importance as existing resources with rich data resources and market insights to ensure smart investments for the limited dollars to be invested in new opportunities. This track will provide sessions on the changing role of market research in a down economy dominated by online, new modes of collection with Web 2.0 and mobile, and how to measure advertising effectiveness in this changed world.

E Technology Product Management & Marketing Professional: *Connecting With Business Buyers*

In today's economy, business marketers can't afford the overhead of executing marketing programs — across geographies, industries, and emerging markets — that fail to align with sales goals. In this track, Forrester analysts explore how the use of online and emerging social venues helps companies understand, target, and reach buyers better while shifting sales conversations from firm-centered to community-inspired in order to capture new revenue potential.

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Event Agenda

All track themes and sessions are subject to change.

THURSDAY, APRIL 23, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
7:30–8:30 a.m. <i>Asbury Rotunda</i>	Event Registration And Continental Breakfast		
8:30–8:40 a.m. <i>Grand Harbor Ballroom North</i>	Welcome And Setting The Stage Christine Spivey Overby, <i>Vice President, Research Director</i> , Forrester Research	All	Keynote
8:40–9:20 a.m. <i>Grand Harbor Ballroom North</i>	Transform Marketing Through Interactive Channels Shar VanBoskirk, <i>Vice President, Principal Analyst</i> , Forrester Research Online marketing tools are now well-adopted as cost-effective ways to enable a direct conversation between marketers and their end customers. But most online efforts are still marginalized compared to traditional efforts and are used primarily for outbound communications only. Forrester believes that to combat today’s economic slowdown, marketers should give greater attention to accountable marketing channels, specifically those online. In fact, we believe that smart marketers should treat their online and interactive marketing teams, strategies, and programs as core components of their business planning. This keynote will explore how and why online will become the cornerstone of tomorrow’s marketing and business strategy. Specifically expect it to answer: <ul style="list-style-type: none"> • Why is now the time to spend more in interactive marketing? • How can increasing online efforts make your organization more customer-centric? • What returns will you gain from giving interactive a louder voice in your organization? 	All	Keynote

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THURSDAY, APRIL 23, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
9:20–10:00 a.m. <i>Grand Harbor Ballroom North</i>	<p>How Taking A Risk Can Make Marketing The Hero Rita Bargerhuff, <i>Vice President of Marketing</i>, 7-Eleven</p> <ul style="list-style-type: none"> • How can marketers identify the big ideas with the most potential? • What does it take to sell a big idea internally? • What does it take to execute a big idea flawlessly? 	All	Keynote
9:30 a.m.–5:00 p.m. <i>Asbury Foyer</i>	<p>One-On-One Meetings With Forrester Analysts</p> <p>Each attendee is able to schedule up to two 20-minute one-on-one sessions with the Forrester analysts of their choice, depending on availability. These meetings are consistently rated as one of the most popular features of Forrester Events.</p>	All	Networking
10:00–10:45 a.m. <i>Grand Harbor Ballroom South</i>	<p>Morning Networking Break In The Technology Showcase</p>	All	Networking
10:45–11:25 a.m. <i>Grand Harbor Ballroom North</i>	<p>Be Ready for Anything: Essential Strategies for Thriving in a Down Economy Michele Fitzpatrick, <i>Senior Vice President</i>, Harte-Hanks Erica Thompson, <i>Vice President of CRM & Internet Strategy</i>, PetSmart</p> <p>Ahead of the economic downturn, PetSmart embraced the value of insight into its customers to drive better marketing and business decisions. The company’s culture, technology, and practices changed and now PetSmart, along with others that made similar shifts in strategy, finds itself more prepared to adapt and thrive in the face of today’s challenges. Attend this session to learn how PetSmart and those like it stay ahead of the market, what their next steps are, and how to apply what they’ve learned. This session will offer insights from PetSmart and will also draw examples from leading firms across many industries to help attendees:</p> <ul style="list-style-type: none"> • Create (or improve) highly adaptable marketing strategies that center on knowledge of the customer • Make more effective use of the customer data and insights 	All	Keynote

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	<p>already available, no matter where a company stands on the marketing maturity ladder</p> <ul style="list-style-type: none"> • Leverage that data for better decision-making throughout the company, not just in marketing • Make the case for innovation and change at a time when many in the C-suite are focusing only on hunkering down 		
THURSDAY, APRIL 23, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<p>11:25 a.m.–12:05 p.m. Grand Harbor Ballroom North</p>	<p>Marketing Smoothly Amid Economic Turbulence: Insights From JetBlue Marty St. George, <i>Chief Marketing Officer</i>, JetBlue Airways</p> <ul style="list-style-type: none"> • Achieving customer satisfaction in today's environment • Creating a differentiated brand value proposition • The triple-threat approach to brand building 	All	Keynote
<p>12:05–1:20 p.m. Grand Harbor Ballroom South</p>	<p>Lunch And Dessert In The Technology Showcase</p>	All	Meal
<p>1:20 –2:00 p.m. Grand Harbor Ballroom North</p>	<p>Staying The Course In A Turbulent Economy: A Look At AT&T's Marketing Strategy In Uncertain Times David Christopher, <i>Chief Marketing Officer</i>, AT&T Mobility and Consumer Markets, AT&T</p> <ul style="list-style-type: none"> • How does AT&T continue to grow market share and attract and keep new customers in today's ever-changing marketplace? • How do you successfully market the value message, while still driving product sales and demand, when consumers are cutting back? • How does AT&T distinguish itself from the competition? 	All	Keynote
<p>2:00–2:10 p.m.</p>	<p>Intermission</p>		
<p>2:10–2:55 p.m. Asbury Hall A</p>	<p>Optimizing Email Marketing In a New Era Of Communication Tools David Daniels, <i>Vice President, Principal Analyst</i>, Forrester Research</p> <p>The increased use of social sites and mobile communication threatens the effectiveness of email marketing, requiring</p>	A	Track Session

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	<p>marketers to adopt new targeting and deployment tactics.</p> <p>Attend this session and understand how one-fourth to as much as one-half of your email subscribers may be affected by the use of emerging personal communication channels. This session will address the following questions:</p> <ul style="list-style-type: none"> • Which demographic groups are most likely to turn away from email communications? • Which tools and tactics are necessary to reinforce email marketing acquisition in the face of shifting communication patterns? • How can mobile and Social Computing be integrated into your email marketing strategy? 		
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THURSDAY, APRIL 23, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
<p>2:10–2:55 p.m.</p> <p><i>Asbury Hall B</i></p>	<p>The Future Of Influence Nate Elliott, <i>Principal Analyst</i>, Forrester Research</p> <p>Somewhere between the marketer and his or her consumers is the influential — creating awareness, shaping opinions, and ultimately driving sales. Nate will present Forrester consumer survey data and a number of vivid case studies to reveal who’s influencing your customers and how you can create and leverage influential behaviors.</p> <ul style="list-style-type: none"> • The rise of Social Computing has created a huge amount of new consumer-to-consumer influence on review sites, message boards, forums, blogs, and social networks. • As consumers become overwhelmed by the amount of advice and reviews online, they’ll look for ways to find the sources of influence that are most relevant to them. • To leverage consumer influence, marketers must first decide on their marketing goals, and then choose the type of influential behavior that can help them reach those goals. • The best way for marketers to harness the power of influence is to create, and help consumers share, unique experiences. 	B	Track Session
<p>2:10–2:55 p.m.</p>	<p>Social Media Innovation For These Times David Card, <i>Vice President, Principal Analyst</i>, Forrester</p>	C	Track Session

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<p><i>Asbury Hall C</i></p>	<p>Research</p> <p>During tough economic times, the C-suite casts a cost-cutting eye on marketing and advertising. But CMOs can win plaudits and increase influence by demonstrating marketing economies and customer-centric leadership. It's time for corporate marketers to step up and fulfill three key purposes for the marketing organization: leadership, learning, and efficiency. Successful exploitation of social marketing initiatives can deliver all three.</p> <ul style="list-style-type: none"> • How should marketing leaders reallocate the media mix efficiently? • How can a social media innovation team drive customer-centric thinking throughout the organization? • How can social media integrate with traditional marketing and other interactive initiatives? 		
<p>2:10–2:55 p.m. <i>Asbury Hall D</i></p>	<p>The Future Of Market Research: A Panel Discussion Brad Bortner, <i>Principal Analyst</i>, Forrester Research Sue Cronizer, <i>Director, Market & Competitive Intelligence</i>, CSC Barry Jennings, <i>SMB Market Research</i>, Dell Regina Lewis, Ph.D., <i>Vice President, Consumer Insights</i>, InterContinental Hotels Group Lisa Schmidt, <i>Customer Research Manager</i>, GMAC Financial Services Reineke Reitsma, <i>Vice President, Research Director</i>, Forrester Research</p> <p>The role of Market Research professional has undergone dramatic changes since face-to-face interviewing. Phone, now online, and — soon to be more common — mobile suggest even more revolution ahead. Come join a lively panel of leading market researchers to discuss the future of the role — specifically how the Internet and mobile will set the pace and how far research will go into behavioral tracking.</p> <ul style="list-style-type: none"> • What will the Market Research role look like in five to 10 years? • How will the Internet and mobile set the pace — and how important is behavioral tracking? • What key technologies should you harness? 	<p>D</p>	<p>Track Session</p>

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:10–2:55 p.m. <i>Grand Harbor</i> <i>Salon 1</i>	<p>Strategic Sales Enablement: Rethinking Traditional Siloed Product, Marketing, And Sales Relationships To Compete In The New Economy</p> <p>Eric G. Brown, <i>Vice President, Research Director</i>, Forrester Research Scott Santucci, <i>Senior Analyst</i>, Forrester Research</p> <p>As business decision-makers become more central to the buying process, the key to differentiation lies in rapidly shifting away from product capabilities and moving more into the conversations client-facing employees have with buyers about their problems. To succeed in this emerging world, vendors must establish a sales-enablement program that allows sales teams to configure messages, capabilities, and engagement strategies appropriate for a given customer scenario. This session will lay out a framework to align marketing content and programs with customers' needs to allow salespeople to have the perfect conversation — timely, relevant, and in context.</p> <ul style="list-style-type: none"> • How has the changing technology buyer created unmanaged complexity at the point of sale? • How can I organize and deliver the right content to support meaningful customer conversations? • What are the tools and deliverables that can drive improved sales results? • What are the initial steps that can prove the value of this approach? 	E	Track Session
2:55–3:05 p.m.	Intermission		

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THURSDAY, APRIL 23, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
3:05–3:35 p.m. <i>Asbury Hall A</i>	<p>Guest Executive Forum With [x+1] -- Performance Branding: Making Branding Accountable John Nardone, <i>Chairman and CEO</i>, [x+1]</p> <p>Today more than ever, marketing success depends on the ability to do more with less. Marketers must not just be highly effective in their digital marketing; they must also be able to prove that efficacy. For verticals in which consumers transact directly online, marketers can benchmark themselves and measure their effectiveness via “direct response”. For other categories, those in which advertising cannot be as easily tied to a sale or an immediate response, “brand marketers” tend to default to survey-based metrics such as “awareness” and “intent.” In the current economic climate, it has become increasingly difficult to justify this spending — brand marketing must be accountable to the same measures of efficacy as direct marketing. John Nardone, chairman and CEO of [x+1], will address this challenge and provide a solution: the concept of “performance branding”. Performance branding applies direct response concepts to brand campaigns by constructing smart proxy measures for that “desire to buy,” calibrating those measures to sales, and then optimizing the campaign to the approximated ROI measures. Marketers will leave this session with a checklist of steps for crafting an online marketing scorecard that justifies their branding budgets.</p>	All	GEF
3:05–3:35 p.m. <i>Asbury Hall B</i>	<p>Guest Executive Forum With Aprimo -- Speeding Up During A Slowdown: A Self-Funding Approach To Marketing Capability Investment Scott Klinger, <i>Executive Vice President Marketing and eCommerce</i>, Allconnect</p> <p>With its competition retrenching, Allconnect sees an opportunity to fortify its positioning in the homes referral market. The company has chosen to invest in email marketing automation software from Aprimo and in tandem develop its internal competency for continuous improvement marketing. In order to “self-fund” the investment, Allconnect is using an iterative approach, where each 10-week phase will result in ROI-producing capability that can pay for itself. An 18-month</p>	All	GEF

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	technology road map provides guidance for each phase and ensures adherence to the long-term vision.		
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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
3:05–3:35 p.m. <i>Asbury Hall C</i>	<p>Guest Executive Forum With Organic -- EQ + IQ : The Formula For Balancing Creative And Analytics Conor Brady, <i>Vice President, Creative</i>, Organic Steve Kerho, <i>Vice President, Analytics, Media, and Marketing Optimization</i>, Organic</p> <p>In times like these, it can be tempting to focus solely on ROI. Marketers who will win this round are those who understand that strong ROI and stellar creative cannot only coexist but can actually empower one another. Organic’s Conor Brady, Vice President of Creative, and Steve Kerho, Vice President, Marketing Intelligence, share the stage showcasing work from clients in a variety of disciplines that marry consumer empathy with optimized business results. In this session, marketers will learn how to get the most out of ROI, while maintaining deep empathy for a consumer’s needs and expectations. This session will illustrate proven methodologies for pushing the creative envelope while assuring positive business results.</p>	All	GEF
3:05–3:35 p.m. <i>Asbury Hall D</i>	<p>Guest Executive Forum With Responsys -- Your Customers are Changing. So Should Your Campaign Management Solution Scott Olrich, <i>Chief Marketing and Sales Officer</i>, Responsys</p> <p>Your customers are changing. You need to be equipped to reach them in their new preferred channels. Hear how innovative brands are defocusing their investments in traditional on-premise campaign management solutions to place more emphasis on integrated, on-demand solutions that support the new power channels like email, mobile, social, and the Web. Participants of the session will take away the following:</p> <ul style="list-style-type: none"> • How has interactive media and social technologies changed what you need from your campaign management solution? • How do you increase you marketing maturity to leverage new emerging power channels of the future - email, mobile, web, and social marketing? • See a showcase of the most cutting-edge and successful campaigns being executed across email, mobile, social, and the web marketing 	All	GEF

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THURSDAY, APRIL 23 RD			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
3:35–4:20 p.m.	Afternoon Networking Break In The Technology Showcase	All	Networking
4:20–5:05 p.m. <i>Asbury Hall A</i>	<p>How B2B Direct Marketers Are Weathering The Economic Storm: A Panel Discussion</p> <p>Dave Frankland, <i>Principal Analyst</i>, Forrester Research Laura Ramos, <i>Vice President, Principal Analyst</i>, Forrester Research Laura Gale, <i>Vice President of Marketing</i>, United Stationers Kay Kienast, <i>Chief Marketing Officer</i>, Avocent Dave Kruh, <i>Marketing Manager</i>, Analog Devices Carol Matthews, <i>Senior Marketing Manager</i>, Microsoft</p> <p>For B2B marketers, well-executed direct marketing increases customer engagement and better aligns marketing activity with sales results. Even in a strong economy, B2B marketers must overcome long sales cycles, complex relationships between buyers and companies, and a lack of marketing technology investment. This panel will discuss these ongoing challenges in B2B and how the economic downturn may further affect marketing activity. This session will address the following questions:</p> <ul style="list-style-type: none"> • What are B2B direct marketing best practices? • How is the economic downturn affecting B2B direct marketing activity? • What changes have leading B2B direct marketers made to their marketing initiatives, and what's working? 	A	Track Session
4:20–5:05 p.m. <i>Asbury Hall B</i>	<p>Attribution: Measuring The ROI Of Branding And Social Marketing</p> <p>Emily Riley, <i>Senior Analyst</i>, Forrester Research Matt Bailey, <i>Manager, Search Marketing</i>, Hanover Direct John Squire, <i>Chief Strategy Officer</i>, Coremetrics</p> <p>The practice of attribution — assigning credit to all ads in a consumer's purchase path, not just the last click — is attracting attention from marketers who want better measurement tactics. But to many, attribution remains out of reach. Emily Riley will</p>	B	Track Session

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	<p>explain both the promise and the reality of attribution today. She will also show, with real-life examples, how attribution can help marketers start measuring the ROI of “early funnel” marketing across online channels. Attendees at this session will:</p> <ul style="list-style-type: none"> • Learn about the promise versus the reality of attribution today • Understand how attribution can help measure branding and social marketing • Get best practices for how to use attribution for their own online marketing efforts 		
<p>4:20–5:05 p.m. <i>Asbury Hall C</i></p>	<p>Weighing Internet Video Against TV Bobby Tulsiani, <i>Senior Analyst</i>, Forrester Research</p> <p>Tight marketing budgets mean scrutinizing value, and for most, TV spending is the biggest ox to gore. Audiences are watching more and more video online, but is Internet video a viable alternative to traditional TV? This session will weigh the pros and cons of traditional TV advertising versus Internet video and will answer the questions:</p> <ul style="list-style-type: none"> • How are audience viewing patterns changing? • How should advertisers evaluate Internet video as a marketing vehicle? • What are best practices for online video advertising? 	<p>C</p>	<p>Track Session</p>

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
4:20–5:05 p.m. <i>Asbury Hall D</i>	<p>Harness Mobile And Behavioral Tracking For Better Research Results Reineke Reitsma, <i>Vice President, Research Director</i>, Forrester Research</p> <p>Mobile phones offer new and exciting ways of conducting research. The opportunity to get hold of respondents anywhere, regardless of their physical location; the ability to get instant feedback; and the possibility to connect to otherwise hard-to-reach target groups make mobile phone surveys an attractive new research method. Where is mobile research today, what will it hold for the future, and how can market researchers successfully embrace this new methodology?</p> <ul style="list-style-type: none"> • What are the existing application areas for mobile research today? • What are the possible pitfalls and challenges? • How can market researchers harness the opportunities mobile research provides? 	D	Track Session
4:20–5:05 p.m. <i>Grand Harbor Salon 1</i>	<p>Making Your B2B Web Site An Engagement Platform G. Oliver Young, <i>Senior Analyst</i>, Forrester Research</p> <p>Changing B2B customer behavior — accelerated and made widespread by the current economic downturn — is causing vendor Web sites to become the primary door by which customers engage with vendors. With this channel shift comes increasing customer expectations about what they want from your Web site. This session will explore how marketers should be planning for the shifting expectations of the B2B customer by looking at the current state of the art when it comes to B2B sites, changes in technology that Web site owners and marketers need to be aware of, and what technologies, tactics, and approaches are worth considering today. This session will address the following questions:</p> <ul style="list-style-type: none"> • What is the current state of B2B Web sites? • What are the key components of tomorrow’s B2B Web site? • What technologies and changes on the horizon do I need to 	E	Track Session

Event Agenda

All track themes and sessions are subject to change.

	<p>be aware of?</p> <ul style="list-style-type: none"> • What aspects of Web 2.0 should I be considering? • How do I incorporate all of this into my Web strategy going forward? 		
5:05–5:15 p.m.	Intermission		
5:15–5:55 p.m. <i>Grand Harbor Ballroom North</i>	<p>The Future Of Media: A Panel Discussion David Card, <i>Vice President, Principal Analyst</i>, Forrester Research Greg Clayman, <i>Executive Vice President of Digital Distribution & Business Development</i>, MTV Networks Annis Lyles, <i>Vice President, Media and Interactive</i>, Coca-Cola North America David Verklin, <i>Chief Executive Officer</i>, Canoe Ventures</p> <p>Even before the credit crisis spawned a global economic downturn, media was facing fragmented audiences, digital competition with unproven revenue streams, and the challenge of figuring out just what to do with social media and audience participation. This session will focus on integrating traditional and digital media to deliver cost-effective marketing platforms, as well as address the following questions:</p> <ul style="list-style-type: none"> • Which of the new media formats (on-demand, social, mobile) are currently relevant? How will that evolve? • Engagement was last year’s buzzword. Is media delivering it? Can its value be proven? • It may seem like an easy decision to cut back on “experimental marketing” during tough times, but what are the risks of being too conservative? 	All	Keynote
5:55–6:00 p.m. <i>Grand Harbor Ballroom North</i>	<p>Day One Closing Remarks Christine Spivey Overby, <i>Vice President, Research Director</i>, Forrester Research</p>	All	Keynote
6:00–7:30 p.m. <i>Grand Harbor Ballroom South</i>	Networking Reception In The Technology Showcase	All	Networking

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FRIDAY, APRIL 24, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
7:30–8:20 a.m. <i>Grand Harbor Salon 1</i>	<p>Breakfast Presentation With Unica -- Countering Campaign Collisions Alan Bunce, <i>Product Marketing Director</i>, Unica John Smits, <i>Global Director, Database Marketing & Segmentation</i>, EMC Corporation</p> <p>EMC is the world leader in information infrastructure solutions. Much of its growth over the years has been fueled by an aggressive acquisition strategy. In acquiring many companies, EMC has also acquired vast amounts of data, including millions of contacts.</p> <p>Managing and segmenting this data is a major business challenge, as many different divisions and product lines within the global organization vie for the most appropriate contacts. EMC is very selective about who markets to whom and developed a broad strategy to avoid having these contacts bombarded with different messages from different EMC staff. Ultimately, EMC wanted to prevent “campaign collisions.”</p> <p>In this presentation, EMC will discuss how marketing automation technology (from Unica) has enabled the company to effectively manage its overall campaign process, improve its interactions with customers and prospects, and avoid contact fatigue. EMC will also share best practices on how to institute a governance process within B2B.</p>	All	Breakfast Session
7:30–8:30 a.m. <i>Asbury Rotunda</i>	Event Registration And Continental Breakfast		
8:30–8:40 a.m. <i>Grand Harbor Ballroom North</i>	<p>Day Two Opening Remarks Eric G. Brown, <i>Vice President, Research Director</i>, Forrester Research</p>	All	Keynote

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
8:40–9:25 a.m. <i>Grand Harbor Ballroom North</i>	<p>Engaging The Innovative Customer Peter Burris, <i>Principal Analyst, Research Director</i>, Forrester Research</p> <p>It's a programmable world. From playlists to run books, IT buyers are customizing stuff, consumers are refining preferences, and users are sharing experiences. Marketing must tap the creative juices of innovative customers, promote circulation of great ideas within customer communities, and drive customer insights back into products. Engaging innovative customers — or customers who think they're innovative — is emerging as a crucial test for marketing professionals in increasingly digital markets. This session will address:</p> <ul style="list-style-type: none"> • How do you market into customer communities? • What marketing mix is best for marketing innovative customers? • What new Web 2.0 tricks will marketers have to master? 	All	Keynote
9:25–10:10 a.m. <i>Grand Harbor Ballroom North</i>	<p>Driving B2B Customer Engagement Through Community Craig Dewar, <i>Director of Community Marketing, Microsoft Business Solutions</i>, Microsoft</p> <ul style="list-style-type: none"> • How does Microsoft view engagement and what strategies is it adopting to drive it? • How is Microsoft leveraging communities to create greater customer engagement? • How can you measure your return on investment from community engagement? 	All	Keynote

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9:30 a.m.–3:30 p.m. <i>Asbury Foyer</i>	One-On-One Meetings With Forrester Analysts Each attendee is able to schedule up to two 20-minute one-on-one sessions with the Forrester analysts of their choice, depending on availability. These meetings are consistently rated as one of the most popular features of Forrester Events.	All	Networking
10:10–10:55 a.m. <i>Grand Harbor Ballroom South</i>	Morning Networking Break In The Technology Showcase	All	Networking
10:55–11:40 a.m. <i>Grand Harbor Ballroom North</i>	Ubiquitous Marketing In A Fragmented Age David J. Reibstein, <i>The William S. Woodside Professor and Professor of Marketing</i> , The Wharton School, University of Pennsylvania <ul style="list-style-type: none"> • What marketing works in today’s complex media environment? • How should marketers plan and buy media given the diversity of options? • What are the right metrics for measuring multichannel efforts? • What are the implications for spending given the economic climate? 	All	Keynote
11:40–11:55 a.m.	Intermission		
11:55 a.m.–12:25 p.m. <i>Asbury Hall A</i>	Guest Executive Forum With Blast Radius – Navigating New Channels: Building Your Brand For The Social Age Sarah Dickinson, <i>Strategy Director</i> , Blast Radius Alexandra Wheeler, <i>Director, Digital Strategy</i> , Starbucks Marketers are faced with more choices than ever before as they shift their media spend from traditional to digital. With pressure to deliver more results during the economic downturn, marketers need a strategic approach that allows their brand to flourish in every channel. This session will explore: <ul style="list-style-type: none"> • How brands can better connect with their customers to inspire brand advocacy through shared ideals and passion • Tools to determine and track the right media mix to fuel 	All	GEF

Event Agenda

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	social activity and meet business goals		
	<ul style="list-style-type: none">• The record-breaking results of the (Starbucks)^{RED} campaign		

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FRIDAY, APRIL 24, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
11:55 a.m.–12:25 p.m. <i>Asbury Hall B</i>	<p>Guest Executive Forum With Experian -- Redefining Customer Engagement: The Emerging Targeting Capabilities Available in Digital Media</p> <p>Nadya Kohl, <i>Vice President, Business Development, Digital Advertising Services</i>, Experian Marketing Services</p> <p>Patrick Fitzgerald, <i>Vice President, Customer Experience</i>, Sirius XM</p> <p>The down economy is the best excuse to address the reality that digital media will dominate the marketing mix of the future. It's not a matter of "if" any longer but a question of how quickly your organization embraces the change. The convergence of digital media technology and the use of customer analytics to drive all audience targeting will enable more relevant, measurable, and effective marketing strategies. During this session, we'll discuss the new targeting capabilities in digital media, address the importance of maintaining consumer privacy standards as a prerequisite for success, and review concrete examples of leading companies that are embracing these new opportunities.</p>	All	GEF
11:55 a.m.–12:25 p.m. <i>Asbury Hall C</i>	<p>Guest Executive Forum With Merkle -- Integrated Customer Marketing™ — The Future of Effective Marketing</p> <p>Dave Williams, <i>President and CEO</i>, Merkle</p> <p>Integrated Customer Marketing™ is a powerful new strategy and framework that informs the total customer experience — from strategic life-cycle management to the optimization of individual campaigns. Integrated Customer Marketing™ is a business discipline that maximizes the value of a company's customer portfolio through a data-driven approach to understanding and managing the critical interactions that drive customer value. It facilitates this through a complete understanding of all of the activities that influence customer behavior with a brand and develops strategies to optimize each interaction.</p> <p>Discover how Integrated Customer Marketing™ acts as a unifying element to bridge customer, product, and marketing strategies. Organizations can re-engineer their customer marketing strategy and business processes to actively manage customer and prospect interactions across sales, marketing, and</p>	All	GEF

Event Agenda

All track themes and sessions are subject to change.

	<p>services throughout the customer life cycle.</p> <ul style="list-style-type: none">• Explore how Integrated Customer Marketing™ bridges all aspects of marketing decision-making• Understand a strategic framework for optimizing the customer portfolio• Outline prerequisites that marketing leaders must have in place to jump start an Integrated Customer Marketing™ strategy		
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Event Agenda

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FRIDAY, APRIL 24, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
12:25–1:45 p.m. <i>Grand Harbor Ballroom South</i>	Lunch And Dessert In The Technology Showcase	All	Meal
1:45–2:30 p.m. <i>Asbury Hall A</i>	<p>Maximizing Marketing ROI Upside: How To Spend Smart And Grow With Less Budget</p> <p>Dave Frankland, <i>Principal Analyst</i>, Forrester Research Jim Lenskold, <i>President, Lenskold Group, and author of</i> “Marketing ROI: The Path to Campaign, Customer, and Corporate Profitability”</p> <p>When financial performance is threatened, executives expect marketing to deliver more results with less budget. Marketers must leverage insights into purchasing behaviors, customer value, and performance effectiveness to get the most from every marketing dollar. Marketing ROI analysis and measurements prioritize opportunities and drive integration to improve performance and profitability. This session will cover:</p> <ul style="list-style-type: none"> • How to spend smart with better targeting and integration • Using marketing ROI analysis to make the case for increased spending • Taking a fresh look at long-term customer value when purchasing levels are down • When to buck the trends and say “no” to: 1) shifting budgets to low-cost online marketing channels; 2) shifting budgets away from less measurable media channels (advertising); and 3) shifting budgets to retention instead of acquisition • Balancing short-term financial objectives with long-term opportunities to win share 	A	Track Session

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FRIDAY, APRIL 24, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
1:45–2:30 p.m. <i>Asbury Hall B</i>	<p>Getting More Out Of Your Interactive Marketing In A Recession</p> <p>Sean Corcoran, <i>Analyst</i>, Forrester Research Blake Cahill, <i>Senior Vice President of Marketing</i>, Visible Technologies Willie Fernandez, <i>Director of Marketing</i>, World Travel Holdings Alan Osetek, <i>Managing Director</i>, iProspect Thomas Spicer, <i>Managing Director, Boston</i>, Studiocom</p> <p>Budgets are tight these days, and opportunities for experimentation are limited. Interactive marketers must find ways to optimize on their current initiatives while finding new ways to improve. This session will focus on best practices for getting more out of the overall digital mix whether for eCommerce, brand awareness, or customer engagement.</p> <ul style="list-style-type: none"> • What tools work best for driving eCommerce results versus brand awareness and customer engagement and how should you balance them? • What tactics can you use to improve your current interactive mix? • What emerging technologies and social media can you test in a cost-efficient manner? 	B	Track Session
1:45–2:30 p.m. <i>Asbury Hall C</i>	<p>Community Marketing: A New Discipline For Shaping Business Marketing Leadership</p> <p>Peter Burris, <i>Principal Analyst, Research Director</i>, Forrester Research Laura Ramos, <i>Vice President, Principal Analyst</i>, Forrester Research</p> <p>Tough economic conditions in 2009 potentially mask fundamental changes in B2B marketing. Market and buying dynamics have changed profoundly: The Internet creates pricing and feature transparency, solution sales require situation-specific customization, and community interactions strongly influence purchase and execution decisions. This presentation looks at the principles behind community marketing, explores business-buying behavior in the emerging social space, and addresses why marketing leadership must</p>	C	Track Session

Event Agenda

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	<p>overhaul attitudinal, procedural, and technological marketing practices to better match buyers' business needs with offered capabilities to sustain ongoing business relationships that withstand the ebb and flow of economic, political, and market structure tides. This session will address the following questions:</p> <ul style="list-style-type: none">• What are the current and long-term impacts of globalization, commoditization, consumerism, and the social groundswell on business solution providers?• How will Social Computing, Web 2.0, and community marketing change the relationship between sellers and buyers?• What are the best practices for adopting community marketing as a way to capitalize on fundamental changes in business marketing?		
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Event Agenda

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FRIDAY, APRIL 24, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
1:45–2:30 p.m. <i>Asbury Hall D</i>	<p>How To Measure Advertising Effectiveness In An Online World: A Market Researcher’s Perspective Ellen Daley, <i>Vice President, Research Director</i>, Forrester Research Gian Fulgoni, <i>Executive Chairman, Co-founder</i>, comScore</p> <p>Metrics for identifying advertising effectiveness in online channels is more art than science today. However, early initiatives and firms are starting to create standards for measuring true advertising effectiveness and give guidelines on how to put programs and metrics in placed to get the highest return — particularly in a down environment.</p> <ul style="list-style-type: none"> • What are the key metrics to measure online spend? • What is the market researcher’s role in this? • What are key steps your organization can take? 	D	Track Session
1:45–2:30 p.m. <i>Grand Harbor Salon 1</i>	<p>Case Study: Engineering Relevant Sales Conversations With Industry CIOs Ellen Carney , <i>Senior Analyst</i>, Forrester Research</p> <p>Tech marketers spend untold hours crafting campaigns aimed at engaging vertical industry buyers in meaningful conversation. But getting this effort to pay off depends on how well sales takes these messages forward to buyers in an industry-relevant manner. Based on interviews with insurance CIOs, this session explores how sales interactions in vertical industries work and how tech marketers can help sales deliver more targeted experiences that meet industry buyer needs.</p> <ul style="list-style-type: none"> • Why tech sales pitches miss the mark in industry selling situations • The spectrum of industry sales people: where does your organization fit? • Closing the gap: creating sales experiences that meet buyer needs in an industry context 	E	Track Session
2:30–2:45 p.m.	Intermission	All	

Event Agenda

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FRIDAY, APRIL 24, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:45–3:30 p.m. <i>Asbury Hall A</i>	<p>Irrefutable Accountability With Measurement Technologies John Lovett, <i>Senior Analyst</i>, Forrester Research</p> <p>With budgets tight and spending under scrutiny, accountability for all marketing initiatives will crescendo to unprecedented heights in 2009. Measurement technologies can enable accurate recognition of successful endeavors and squandered marketing opportunities. This session will focus on best practices for leveraging technology and illuminating the true value of direct marketing efforts. This session will address the following questions:</p> <ul style="list-style-type: none"> • Why is there an imperative for new measurement tactics? • Which commercially available measurement technologies are best suited for demonstrating accountability? • What process is required to report on the benefit of marketing initiatives? 	A	Track Session
2:45–3:30 p.m. <i>Asbury Hall B</i>	<p>The Social Technographics® Of Business And IT Decision-Makers Laura Ramos, <i>Vice President, Principal Analyst</i>, Forrester Research G. Oliver Young, <i>Analyst</i>, Forrester Research</p> <p>As budgets tighten, B2B marketers will turn to online and emerging social channels to reach decision-makers and generate demand. But treating social media as yet another outbound channel is a recipe for disaster. This session will provide first-ever benchmark survey data profiling IT buyers' and business decision-makers' online social behavior. It also shows that, while engaged socially, business buyers are only beginning to use community activity to inform their purchase decisions. Community marketing plays well in cost-conscious times: Firms that use customer communities to support each other, co-design new products, and advocate for each other will reduce reliance on expensive broadcast and outbound marketing campaigns. This session will address the following questions:</p>	B	Track Session

Event Agenda

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	<ul style="list-style-type: none">• What is the Social Technographics profile of business and IT buyers and does social behavior change for personal versus business use?• Which social activities matter more in different stages of the buying process and in which activities will buyers engage to inform purchases in the future?• How should marketers use this information to set social media strategy?		
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Event Agenda

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FRIDAY, APRIL 24, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:45–3:30 p.m. <i>Asbury Hall C</i>	<p>Brand Building And Bonding In A Recession Lisa Bradner, <i>Senior Analyst</i>, Forrester Research</p> <p>Marketers must already navigate among and negotiate with consumers teeming with contradictions. And tough times emphasize the familiar and comfortable. But how does this balance against their desires for variety, uniqueness, and connection? In this session, we'll talk about what builds and sustains brand loyalty, and how marketing leaders should think about managing the four P's in a challenging environment.</p> <ul style="list-style-type: none"> • How can marketers best cater to shifting consumer needs during tough times? • Are familiarity and comfort the only brand attributes that matter? • How should CMOs prioritize marketing initiatives during the downturn? 	C	Track Session
2:45–3:30 p.m. <i>Asbury Hall D</i>	<p>Use The Internet And Web 2.0 To Glean True Market Intelligence Brad Bortner, <i>Principal Analyst</i>, Forrester Research</p> <p>Innovations in market research are almost always driven by the need for speed and a desire for less expensive insights. The Internet is commonly understood to have enabled cheaper quantitative research. Another exciting development it is fostering is the enablement of hybrid research— these fuse modes of research that are traditionally kept separate, such as quantitative and qualitative or offline ethnographics and online communities. The result is not only faster and cheaper, but wholly new modes of research that open up exciting new possibilities in these budget-constrained times.</p> <ul style="list-style-type: none"> • What are the new modes of online research? • What role does Web 2.0 play in this? • How should market researchers take advantage of hybrid research to gain better market insights? 	D	Track Session

Event Agenda

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FRIDAY, APRIL 24, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:45–3:30 p.m. <i>Grand Harbor</i> <i>Salon 1</i>	<p>Catching The Next Wave: The Emerging Markets And SMBs Will Rise From The Sands</p> <p>Jennifer Belissent, Ph.D., <i>Senior Analyst</i>, Forrester Research Tim Harmon, <i>Senior Analyst</i>, Forrester Research</p> <p>Over the course of the global economic slowdown, a million existing small businesses will fail, and a million new small businesses will start in all parts of the world. But these newbies will have a vastly different profile/persona than the ones they replace. They will come from the ranks of the downsized tech-laden industries in developed countries or tech-savvy entrepreneurs in emerging markets. In both scenarios, this new breed of entrepreneurs will understand that technology can be used for efficiency, scale, and reach. And in their cost-consciousness, they will pull from a young, mobile-phone-toting, text-messaging, social-networking labor pool. This new small-business market — wherever it may be — represents a future tidal wave that vendors will want to catch.</p> <ul style="list-style-type: none"> • How do these new markets represent an exponential leap in audience touchpoints? • How can tech marketers leverage emerging communities of users and advocates to extend their presence without extending themselves? • Will tech marketers need to change product or delivery strategies to address these markets (think free trial versions or SaaS)? • How will channel models need to change to reach the new small business market? 	E	Track Session
3:30 p.m.	Event Ends		