

**Forrester's Customer Experience Forum**  
**The Customer Experience Journey: Keeping Momentum In A Downturn**  
 June 22-23, 2009 • Grand Hyatt New York • New York, N.Y.

**EVENT AGENDA**

**EVENT TRACK THEMES — AN OVERVIEW**

**TRACKS**

**A Designing Great Web Experiences**

The Web will continue to grow in the economic downturn due in part to its ability to reduce the cost of customer acquisition, service, and transactions. In this track, Forrester shows Customer Experience professionals how they can improve their sites — even in a tough economy. Sessions focus on finding money for Web projects, getting more from that money by improving interactive agency relationships, designing for the large and growing aging population, and giving online financial services customers what they want and need today.

**B Mastering Cross-Channel Experiences**

Proliferating channels and business unit silos make it nearly impossible to design seamless, brand-building experiences for today's multichannel consumer. This track will explore ways to overcome these challenges by prioritizing investments across channels; understanding your customers' multichannel behavior; applying best practices for delivering choice, consistency, and continuity in cross-channel transitions; and embracing the right emerging channels.

**C Building A Customer-Centric Culture**

Forrester's research shows that organizational culture is a key determinant of customer experience quality. The sessions in this track will provide examples, recommendations, and insights to help Customer Experience professionals create and maintain the customer-centric culture that is the hallmark of mature customer experience leaders.

**D Reinforcing Brands With Every Interaction**

To tap into the power of a company's brand, marketing messages need to match the actual experiences that customers get when they interact with a company. This track will explore how companies build brands through designing interactions around products and services, social media, and Web sites.

**Spotlight Track Customer Experience For Financial Services Companies**

To distinguish themselves from competitors, an increasing number of financial services firms strive to offer improved customer experiences. That's good news for consumers but bad news for firms trying to pull ahead of rivals. Track attendees will get industry-specific insights ranging from what their customers want online to the best use of the mobile channel.

\_\_\_\_\_ Forrester Events \_\_\_\_\_

*Powerful Content. Leading Industry Speakers. Thought-Provoking Ideas.*

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# Event Agenda

All track themes and sessions are subject to change.

MONDAY, JUNE 22, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
7:30–8:30 a.m. <i>Empire State Ballroom Foyer</i>	<b>Event Registration</b>		
7:30–8:30 a.m. <i>Empire Ballroom AB</i>	<b>Continental Breakfast In The Technology Showcase</b>		
8:30–8:50 a.m. <i>Empire Ballroom CD</i>	<b>Welcome And Setting The Stage</b> Harley Manning, <i>Vice President, Research Director</i> , Forrester Research	All	Keynote
8:50–9:35 a.m. <i>Empire Ballroom CD</i>	<b>Charting Your Customer Experience Journey Through Tough Times</b> Bruce D. Temkin, <i>Vice President, Principal Analyst</i> , Forrester Research <ul style="list-style-type: none"> <li>• Why is customer experience important in a downturn?</li> <li>• What does the customer experience journey look like?</li> <li>• What steps should firms take, right now?</li> </ul>	All	Keynote
9:35–10:20 a.m. <i>Empire Ballroom CD</i>	<b>Member Experience Before And After The Financial Meltdown</b> Wayne Peacock, <i>Executive Vice President, Enterprise Business Operations</i> , USAA <ul style="list-style-type: none"> <li>• How does USAA’s focus on being a relationship company help during the downturn?</li> <li>• Why does USAA continue to invest in member experience?</li> <li>• What are the key initiatives for sustaining and improving member-centricity?</li> </ul>	All	Keynote

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MONDAY, JUNE 22, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
9:30 a.m.–5:30 p.m. <i>Imperial</i>	<b>One-On-One Meetings With Forrester Analysts</b> 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
10:20–11:05 a.m. <i>Empire Ballroom AB</i>	<b>Morning Networking Break In The Technology Showcase</b>	All	Networking
11:05 a.m.–11:45 a.m. <i>Empire Ballroom CD</i>	<b>Don't Battle The Marketing Democracy Revolution — Join It</b> Chuck Cordray, <i>Senior Vice President, General Manager, Hearst Magazines Digital Media</i> Chris Marriott, <i>Vice-President, Global Agency Managing Director, Acxiom</i> Customers now control the marketing they receive and ignore the rest. Campaigning for their attention requires skilled, direct marketing execution on customer recognition, customer data, personalization, and relevant communication . . . all occurring in real-time. Improvements in database marketing across digital channels is enhancing customer experience, making companies easier to do business with and bringing in more business.  Learn how Hearst secured a bigger footprint and eye-popping results with online database marketing strategy and technology to understand customers like never before. Now easier than ever to do business with, the publisher improved customer experience by delivering instant accessibility via Internet and mobile, constant evolution of sites, fresh and relevant content every day, and automated communications based on individual customer life cycle.	All	Keynote
11:45 a.m.–12:30 p.m. <i>Empire Ballroom CD</i>	<b>A Good Airline Experience Is Not An Oxymoron</b> C. David Cush, <i>Chief Executive Officer, Virgin America</i>  <ul style="list-style-type: none"> <li>• Putting the guest first: Creating a consumer-centric product</li> <li>• Going beyond price to deliver good value</li> <li>• Using technology and business simplicity to be cost-efficient</li> </ul>	All	Keynote
12:30–1:45 p.m. <i>Empire Ballroom AB</i>	<b>Lunch And Dessert In The Technology Showcase</b>	All	Meal

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
1:45–2:30 p.m. <i>Uris</i>	<p><b>What Financial Services Customers Want From A Web Experience: A Panel Discussion</b>            Bill Doyle, <i>Vice President, Principal Analyst</i>, Forrester Research            Toby Alfred, <i>Acquisition Leader</i>, Progressive Insurance            Kimarie Matthews, <i>Vice President, Customer Loyalty and Social Web</i>, Wells Fargo            Frederick S. Leichter, <i>Senior Vice President of User Interface Design</i>, Fidelity Investments</p> <p>To keep the customers you’ve got — and to win new ones on today’s terms — retail financial services firms need to dramatically raise the bar on the customer experience they provide. In this session, eBusiness leaders from three top financial services firms will sit down with Bill Doyle for a roundtable discussion of how to deliver a great financial services experience online.</p> <ul style="list-style-type: none"> <li>• Why do consumers still give low marks to the customer experience at most banks, investment firms, insurance carriers, and credit card providers?</li> <li>• What do financial services customers really want from the Web?</li> <li>• Can you deliver effective guidance electronically, or will good advice always be a person-to-person event?</li> <li>• How do you persuade your bosses to invest more online?</li> </ul>	A  <i>Spotlight Track</i>	Track Session
1:45–2:30 p.m. <i>Broadway</i>	<p><b>Setting Retail Multichannel Investment Priorities In A Down Economy</b>            Patti Freeman Evans, <i>Vice President, Research Director</i>, Forrester Research</p> <p>Consumers now have many places to discover products. This proliferation adds complexity and opportunity to an already highly competitive marketplace, and keeping the customer central in retailers’ strategies can be difficult. Retailers can look to human psychology to set investment priorities that help retain customers in a down economy.</p>	B	Track Session

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	<ul style="list-style-type: none"> <li>• What is the current state of multichannel retail in this economic environment?</li> <li>• How can psychological frameworks help retailers understand customers' needs and decision-making processes?</li> <li>• How can retailers use these frameworks to get started on the path to prioritizing investments in a down economy?</li> </ul>		
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## MONDAY, JUNE 22, 2009

TIME	SESSION INFORMATION	TRACK	SESSION TYPE
1:45–2:30 p.m. <i>Alvin</i>	<p><b>Building A World-Class Voice Of The Customer Program: A Panel Discussion</b></p> <p>Megan Burns, <i>Senior Analyst</i>, Forrester Research            Brian Andrews, <i>Vice President, Customer Experience and Business Excellence</i>, Intuit            Steve Furman, <i>E-Business Marketing Director</i>, Discover Financial Services            Kerry Wozniak, <i>Speaker Title TBA</i>, Verizon Wireless</p> <p>One of the hallmarks of a mature customer experience organization is a voice of the customer (VoC) program that is integrated into every aspect of the business. In this session, a panel of customer experience practitioners from firms at varying stages of customer experience maturity will share advice, insights, and lessons learned from their experiences building VoC programs.</p> <ul style="list-style-type: none"> <li>• Voice of the customer program best practices</li> <li>• How to overcome organizational challenges that firms typically face when building out their VoC programs</li> <li>• Technologies that help companies harness the full power of VoC data</li> </ul>	C	Track Session
1:45–2:30 p.m. <i>Empire Ballroom E</i>	<p><b>Adding The Power Of Convenience To Your Brand: A Convenience Quotient Analysis</b></p> <p>James L. McQuivey, Ph.D., <i>Vice President, Principal Analyst</i>, Forrester Research</p> <p>A powerful brand must convey a long list of qualities; often, a brand may find itself stuck trying to represent too many — even conflicting — things. Forrester's Convenience Quotient methodology can help target which aspects of the complete brand</p>	D	Track Session

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	<p>experience consumers really want the brand to stand for. Attendees at this session will:</p> <ul style="list-style-type: none"> <li>• Understand why convenience is a single, all-encompassing measure that can guide your brand development</li> <li>• Apply the Convenience Quotient methodology to benchmark your brand experience</li> <li>• Learn from examples of brands that convey not only the benefits they offer but how conveniently they deliver them</li> </ul>		
2:30–2:45 p.m.	<b>Intermission</b>		
2:45–3:15 p.m. <i>Alvin</i>	<p><b>Guest Executive Forum With EffectiveUI – How a User-Centered Approach Can Attract Customers, Drive Revenue, And Deliver Competitive Advantages</b></p> <p>Rebecca Flavin, <i>Chief Executive Officer</i>, EffectiveUI Stephanie Copeland, <i>Vice President &amp; General Manager</i>, <i>Small Business Markets</i>, Qwest Communications</p> <p>Today’s enterprise executives are asking themselves:</p> <ul style="list-style-type: none"> <li>• What impact do customer-centric applications have on brand perception and ROI?</li> <li>• How can businesses harness the power of Web 2.0 applications to increase customer loyalty, despite a struggling economy?</li> <li>• How can greater user experiences serve to empower customers by driving a greater adoption of services?</li> <li>• Is this the right time to focus on improving the customer experience?</li> </ul> <p>Qwest Communications’ focus on perfecting the customer experience was the driving force behind the recent launch of its user experience-enhanced B2B portal. In her role as Vice President of Business Marketing, Stephanie Copeland advocated this initiative, which has proven to be a win-win. Engaging customers with a more immersive and intuitive user interface and access to resources to evaluate new technologies improved brand perception and increased sales leads. Learn more about Ms. Copeland’s customer-focused approach as she teams up with Rebecca Flavin, EffectiveUI’s CEO, to discuss how user experience-based practices can positively impact brand perception, customer loyalty, and utility, and increase ROI.</p>	All	GEF

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MONDAY, JUNE 22, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:45–3:15 p.m. <i>Broadway</i>	<p><b>Guest Executive Forum With Molecular – Side-By-Side Marketing: How Trust Can Make Or Break The Customer Experience</b></p> <p>Steve Mulder, <i>Head of Emerging Interactions</i>, Molecular            Jeff Reid, <i>Assistant Vice President, Brand Online Marketing</i>, The Hartford</p> <p>Consumers are increasingly skeptical of everything we say and increasingly trust each other. As a result, marketing is in the process of fundamentally changing: We can't simply market to customers, we must market with them. How do we effectively tap into the tools of social media to cultivate trust? How do we participate in a genuine dialogue that builds our brand?</p> <ul style="list-style-type: none"> <li>• Find out who consumers trust and how trust leads to loyalty and measurable results</li> <li>• See great online experiences that engender trust through social media and transparency</li> <li>• Hear how The Hartford is cultivating trust within financial services</li> </ul>	All	GEF
2:45–3:15 p.m. <i>Empire Ballroom E</i>	<p><b>Guest Executive Forum With Sapient -- How Coca-Cola Is Integrating Brand Equities, Industrial Design, And Marketing To Gain Competitive Advantage In The Marketplace</b></p> <p>Michael Leonard, <i>Director of Program Management</i>, Sapient            Vince Voron, <i>Global Group Director, Industrial Design</i>, The Coca-Cola Company</p> <p>Consumers are looking for more ways to engage with their favorite brands. The presentation will describe how Coca Cola is improving the consumer experience, amplifying brand equities, and gaining incremental retail space.</p> <p>First Touch: Using industrial design, Coca Cola focuses on optimizing crucial first impression points to enhance consumer experience. The consumer's first physical connection to Coca Cola's brands is through packaging and equipment, which is why these initial touch points provide significant engagement opportunities.</p>	All	GEF

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	<p>Differentiate with Innovation: By utilizing brand equities and applying insight-driven industrial design techniques Coca Cola is improving both the form and functionality of point of purchase equipment. The key is to focus on the elements that are most meaningful to the consumer, and then strengthen those elements to enhance their experience with the full range of Coca Cola brands.</p> <p>The Result is a new experience to buying a Coke, with sleekly designed machines that add interactive experiences through sight, sound and motion. With these new systems in place to consistently incorporate core brand equities into new packaging and equipment designs, Coca Cola is expanding its global competitive advantage from street corners to store shelves.</p>		
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MONDAY, JUNE 22, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:45–3:15 p.m. <i>Uris</i>	<p><b>Guest Executive Forum With Sitecore -- The Art of Persuasion In The New Content Marketing World</b>            Darren Guarnaccia, <i>VP of Product Marketing</i>, Sitecore</p> <p>With so much doom and gloom circulating around how your old marketing strategies no longer work, what can you still do to maximize lead flow and increase revenue? This session will discuss what strategies still work, using the tools you already have those that are emerging. We'll discuss:</p> <ul style="list-style-type: none"> <li>• Maximizing lead conversion, waiting for the moment, and picking your pitch</li> <li>• How to harness community content and the wisdom of the crowd to convert prospects</li> <li>• How to offer expertise and maximize the impact of content-based assets</li> <li>• How and where advertising can still work for you</li> <li>• How to sing to blue crickets, playing the long tail</li> </ul>	All	GEF
3:15–4:00 p.m. <i>Empire Ballroom AB</i>	<p><b>Afternoon Networking Break In The Technology Showcase</b></p>	All	Networking

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
4:00–4:45 p.m.  <i>Uris</i>	<p><b>Designing Online Experiences For Seniors: A Panel Discussion</b></p> <p>Elizabeth Boehm, <i>Principal Analyst</i>, Forrester Research            Michael Paciello, <i>Founder and President</i>, The Paciello Group            Kath Straub, PhD, CUA, <i>Principle</i>, Usability.org</p> <p>Though they are still in the minority, consumers over the age of 63 are one of the fastest growing groups online. In this session, leading researchers and practitioners of design for seniors will join Liz Boehm in a conversation about what makes an online experience usable, useful, and enjoyable for seniors.</p> <ul style="list-style-type: none"> <li>• How different are seniors from younger consumers in how they approach the Web?</li> <li>• What design practices are proving valuable for senior audiences?</li> <li>• How should firms incorporate seniors into their broader experience design practices?</li> </ul>	A	Track Session
4:00–4:45 p.m.  <i>Broadway</i>	<p><b>Building Better Multichannel Experiences Through Deep Customer Insight</b></p> <p>Jonathan Browne, <i>Senior Analyst</i>, Forrester Research</p> <p>Ethnographic research provides a deeper understanding of customers' needs and behaviors across multiple channels than companies get from other sources like surveys and Web analytics. This session will detail the best practices of companies that employ ethnographic research to design cross-channel experiences that delight customers.</p> <ul style="list-style-type: none"> <li>• What makes ethnographic research a powerful tool for cross-channel experience design?</li> <li>• What are the best practices of companies that use ethnographic research to design better cross-channel customer experiences?</li> <li>• How can companies get started on the path to infuse projects with deep customer insight?</li> </ul>	B	Track Session

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
4:00–4:45 p.m. <i>Alvin</i>	<p><b>The Chief Experience Officer Road Map</b> Megan Burns, <i>Senior Analyst</i>, Forrester Research Jeanne Bliss, <i>President</i>, CustomerBLISS</p> <p>As many firms take on corporatewide efforts to improve customer experience, more of them are establishing positions like chief customer officer or SVP of customer experience — which we collectively call the chief experience officer. This session will outline specific steps individuals in this role should take to be successful.</p> <ul style="list-style-type: none"> <li>• What works by organization, culture, and leadership style</li> <li>• How metrics, compensation, and rewards inspire people to deliver a unified customer experience</li> <li>• How leaders and functions within the organization should work together to insure a positive outcome for the customer</li> </ul>	C	Track Session
4:00–4:45 p.m. <i>Empire Ballroom E</i>	<p><b>Brand Building Web Site Best Practices In Financial Services</b> Ron Rogowski, <i>Principal Analyst</i>, Forrester Research</p> <p>Financial services brands are under intense pressure to convey images and deliver experiences that entice customers. Using our updated Web Site Brand Review methodology, Forrester measured how top financial services firms' Web sites communicate brand image and deliver value.</p> <ul style="list-style-type: none"> <li>• Understand the impact of brand experience on financial services Web sites</li> <li>• See how top brands fared in Forrester's evaluation</li> <li>• View best practice examples of brand building content, function, and visual design from within the financial services industry</li> </ul>	D <i>Spotlight Track</i>	Track Session
4:45–5:00 p.m.	<b>Intermission</b>		

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MONDAY, JUNE 22, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
5:00–5:45 p.m. <i>Empire Ballroom CD</i>	<p><b>Forget Customer Experience — Create Meaning</b> Sohrab Vossoughi, <i>President and Founder</i>, Ziba Design</p> <ul style="list-style-type: none"> <li>• What are the biggest obstacles in delivering a meaningful consumer experience in the economic downturn?</li> <li>• What common errors and unusual opportunities lie ahead?</li> <li>• What is the role of design in creating a meaningful consumer experience?</li> </ul>	All	Keynote
5:45–6:00 p.m. <i>Empire Ballroom CD</i>	<p><b>Voice Of The Customer Awards</b> Bruce Temkin, <i>Vice President, Principal Analyst</i>, Forrester Research</p>	All	Keynote
6:00–7:30 p.m. <i>Empire Ballroom AB</i>	<b>Networking Reception In The Technology Showcase</b>	All	Networking

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TUESDAY, JUNE 23, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
7:30–8:20 a.m. <i>Uris</i>	<p><b>Breakfast Presentation By TandemSeven -- Client-Centered Design At J.P. Morgan</b>            J. Michael Roberts, <i>Executive Director, Client Experience, Treasury Services Client Access</i>, J.P. Morgan            Laurie Tvedt, <i>Principal User Experience Architect</i>, TandemSeven</p> <p>Serving the world’s most prominent corporate, institutional, and government clients, J.P. Morgan doesn’t take client experience lightly. In this session, learn why the Treasury Services Client Experience Group was created and how it grew. Using specific examples and anecdotes, the presenters will reveal the challenges that the group faced and how they addressed them. Attendees will also learn about the new activities the business is able to execute as a result of the group.</p>		
7:45–8:30 a.m. <i>Empire State Ballroom Foyer, Ballroom Level</i>	<b>Event Registration</b>		
7:45–8:30 a.m. <i>Empire Ballroom AB</i>	<b>Continental Breakfast In The Technology Showcase</b>		
8:30–8:45 a.m. <i>Empire Ballroom CD</i>	<p><b>Day Two Opening Remarks</b>            Harley Manning, <i>Vice President, Research Director</i>, Forrester Research</p>	All	Keynote
8:45–9:30 a.m. <i>Empire Ballroom CD</i>	<p><b>The Future of Online Experiences: Prepare Now For Recovery</b>            Moira Dorsey, <i>Vice President, Research Director</i>, Forrester Research</p> <ul style="list-style-type: none"> <li>• How can firms get the most out of the online channel?</li> <li>• What’s the future of online customer experiences?</li> <li>• What can firms do today to get ready for tomorrow?</li> </ul>	All	Keynote
9:30–10:15 a.m. <i>Empire Ballroom CD</i>	<p><b>Winning The Loyalty Of Financial Services Consumers</b>            F. William McNabb, <i>President and CEO</i>, The Vanguard Group</p> <ul style="list-style-type: none"> <li>• How do put yourself on the side of the customer and still make money?</li> <li>• How do you push a client-first philosophy out to front line employees?</li> <li>• How does a smart firm demonstrate to customers that it values their loyalty?</li> </ul>	All	Keynote
9:30 a.m.–3:00 p.m. <i>Imperial</i>	<p><b>One-On-One Meetings With Forrester Analysts</b>            Each attendee is able to schedule up to two 20-minute one-on-one sessions with the Forrester analysts of their choice, depending on</p>	All	Networking

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	availability. These meetings are consistently rated as one of the most popular features of Forrester Events.		
10:15–10:50 a.m. <i>Empire Ballroom AB</i>	<b>Morning Networking Break In The Technology Showcase</b>	All	Networking

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TUESDAY, JUNE 23, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
10:50–11:35 a.m. <i>Empire Ballroom CD</i>	<p><b>Leading The Customer Experience Journey: A Panel Discussion</b></p> <p>Bruce D. Temkin, <i>Vice President, Principal Analyst, Forrester Research</i></p> <p>Aisling Hassell, <i>Vice President, Customer Experience and Online, Symantec</i></p> <p>Ingrid Lindberg, <i>Customer Experience Officer, CIGNA</i></p> <p>M. Bridget Duffy, M.D., <i>Chief Experience Officer, Cleveland Clinic</i></p> <ul style="list-style-type: none"> <li>• What are the right structure and roles for a centralized customer experience group?</li> <li>• What are the best practices for creating a customer-centric culture?</li> <li>• What can be done to maintain customer experience momentum in a downturn?</li> </ul>	All	Keynote
11:35 a.m.–12:20 p.m. <i>Empire Ballroom CD</i>	<p><b>NYTimes.com: A Case Study In Building An Online News Experience</b></p> <p>Martin A. Nisenholtz, <i>Senior Vice President, Digital Operations, The New York Times Company</i></p> <ul style="list-style-type: none"> <li>• Why is customer experience important for nytimes.com?</li> <li>• How does nytimes.com make customer experience happen?</li> <li>• What are the business results that come from great customer experience?</li> </ul>	All	Keynote
12:20–1:20 p.m. <i>Empire Ballroom AB</i>	<b>Lunch And Dessert In The Technology Showcase</b>	All	Meal

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TUESDAY, JUNE 23, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
1:20–2:05 p.m. <i>Uris</i>	<p><b>Getting The Most Out Of Your Interactive Agency Relationships: A Panel Discussion</b></p> <p>Vidya L. Drego, <i>Senior Analyst</i>, Forrester Research            Heather Hollis, <i>Executive Creative Director, New Products Group</i>, Turner Broadcasting            Phyllis Vitiello, <i>Director Online Marketing</i>, Avis Budget Car Rental</p> <p>Companies are tightening agency budgets and requiring greater accountability from their online efforts. The need to work efficiently and effectively with agency partners has never been more pressing. This session will bring together for a lively discussion three industry leaders who successfully manage agency relationships.</p> <ul style="list-style-type: none"> <li>• Are there parts of the design process that can I spend less on?</li> <li>• How do I mitigate project risks?</li> <li>• How do I make sure my agency works effectively with internal teams?</li> </ul>	A	Track Session
1:20–2:05 p.m. <i>Broadway</i>	<p><b>Best Practices In Cross-Channel Design</b></p> <p>Adele Sage, <i>Analyst</i>, Forrester Research</p> <p>Consumers move across channels as they shop and get service — but they're not satisfied with those experiences. Why? Because channel choice, consistency, and continuity are broken. The good news: In this economic downturn, firms have the opportunity to differentiate themselves with seamless and integrated cross-channel experiences.</p> <ul style="list-style-type: none"> <li>• What is the current state of cross-channel experiences?</li> <li>• What are some examples of best practices in cross-channel design?</li> <li>• How can companies start to improve experiences in a down economy?</li> </ul>	B	Track Session

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TUESDAY, JUNE 23, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
1:20–2:05 p.m. <i>Alvin</i>	<p><b>The Great Insurance Divide: How Customer-Centric Culture Helps Leading Insurers Differentiate</b></p> <p>Chad Mitchell, <i>Senior Analyst</i>, Forrester Research            Patty VanLammeran, <i>Vice President, Customer Experience and Innovation</i>, Allstate Insurance</p> <p>This session will explore how having a head-start toward customer-centric cultures helps insurers differentiate their multichannel customer experiences. Hear from Patty VanLammeran, VP of Customer Experience from Allstate, the 2nd largest auto insurer the US, on how she has turned around and improved the customer experience culture and process at Allstate through consumer focused reinvention. This session will cover:</p> <ul style="list-style-type: none"> <li>• How multichannel experiences differ between companies</li> <li>• How corporate culture shaped the evolution of customer experience at leading firms</li> <li>• What Customer Experience professionals can learn from insurance industry customer experiences to drive culture change in the future</li> </ul>	C <i>Spotlight Track</i>	Track Session
1:20–2:05 p.m. <i>Morosco</i>	<p><b>Putting Your Brand In Your Customer’s Hip Pocket: A Mobile POST Analysis</b></p> <p>Julie A. Ask, <i>Vice President, Principal Analyst</i>, Forrester Research</p> <p>Consumption of digital media and the Internet is shifting to cell phones and other portable devices. Branding in small spaces is creating new challenges. Forrester’s Mobile POST methodology can help companies make good strategic decisions around promoting their brands on a connected screen as small as 2 inches by 2 inches. Attendees at this session will:</p> <ul style="list-style-type: none"> <li>• Understand the Mobile Technographics® profile of your audience</li> <li>• Apply the Mobile POST methodology to build relevant mobile brand experiences</li> <li>• Learn how to engage audiences for longer periods of time on a cell phone than on a PC</li> </ul>	D	Track Session

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TUESDAY, JUNE 23, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:05–2:15 p.m.	<b>Intermission</b>	All	
2:15–3:00 p.m. <i>Uris</i>	<p><b>Finding Money For Web Experience Work In A Tough Economy</b> Megan Burns, <i>Senior Analyst</i>, Forrester Research</p> <p>Getting money for customer experience projects has never been easy and in the current economy it's even harder. But it is possible. This session will outline proven ways to position new projects to increase the chance of getting funding and strategies for allocating existing dollars to get the biggest bang for your buck.</p> <ul style="list-style-type: none"> <li>• How is the economy affecting customer experience budgets?</li> <li>• What projects and positions are most likely to resonate with executives in this environment?</li> <li>• What should Customer Experience professionals do to make the most of the budgets they have?</li> </ul>	A	Track Session
2:15–3:00 p.m. <i>Broadway</i>	<p><b>How To Help Mobile Banking Find Its Niche</b> Emmett Higdon, <i>Senior Analyst</i>, Forrester Research</p> <p>The 5% of online bankers who use mobile banking employ the service primarily as a supplement to — not a replacement for — the Web. Learn how mobile banking can be a powerful cross-channel tool when it leverages the channel's strengths and unique capabilities.</p> <ul style="list-style-type: none"> <li>• What features are driving mobile banking adoption?</li> <li>• How can the economy help increase mobile usage?</li> <li>• Which companies are getting mobile banking right today?</li> </ul>	B <i>Spotlight Track</i>	Track Session

# Event Agenda

All track themes and sessions are subject to change.

TUESDAY, JUNE 23, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:15–3:00 p.m. <i>Alvin</i>	<p><b>Nurturing A Customer-Centric Culture Through Database Marketing And Customer Analytics</b> Dave Frankland, <i>Principal Analyst</i>, Forrester Research</p> <p>Marketing continues to march away from mass communication toward an approach based on deep audience knowledge. This places the customer database — and the team that analyzes it — into the organizational spotlight. Savvy customer insight groups are evolving to translate knowledge into customer-centric campaigns, and leading marketers are socializing customer knowledge across their organizations.</p> <ul style="list-style-type: none"> <li>• How leading companies are leveraging customer knowledge to nurture a customer-centric culture</li> <li>• How customer contact strategies — leveraging customer insight — can improve customer experience and maximize profitability</li> <li>• The role of customer preference and privacy in enhancing customer experience</li> </ul>	C	Track Session
2:15–3:00 p.m. <i>Morosco</i>	<p><b>Engage, Now: Building Brands In A World Of Social Media</b> Emily Riley, <i>Senior Analyst</i>, Forrester Research</p> <p>To stay relevant, brand advertisers must focus their attention on social media. In this session, Forrester Analyst Emily Riley will outline the best practices for building a brand in the world of social media, with recommendations around messaging, targeting, and long-term brand advocacy that will set marketers ahead of their competitors.</p> <ul style="list-style-type: none"> <li>• Learn the aspects of consumers' social media use that are relevant for brand building</li> <li>• Understand how to make a brand stand out to consumers on social media</li> <li>• Discover best practices for engaging consumers on social media now</li> </ul>	D	Track Session
3:00 p.m.	<b>Event Ends</b>		