

Consumer Forum 2009

The Three-Dimensional Consumer: Creating Breakthrough Multichannel Relationships

October 27–28, 2009 • Fairmont Chicago • Chicago

EVENT AGENDA

EVENT TRACK THEMES — AN OVERVIEW

TRACKS

- A Consumer Market Research Professional: Understanding Consumer Behavior Across Channels, Devices, And Locations**
- Three-dimensional consumers' needs and expectations differ depending on the device and channel they use and because of factors like age or ethnicity. How can Consumer Market Research professionals gather insight into consumers' behaviors and attitudes across channels, devices, and locations? Can current research methodologies cover their research needs?
- B Consumer Product Strategy Professional: Driving The Top Line By Innovating Products And Tapping New Business Models**
- Consumer product strategists can reach current and potential customers through a vast web of channels to make sales, offer customer service, and build loyal customer relationships. Innovations in products (like eBooks and multiplatform video delivery) and business models (like mobile application stores and eBook subscription hardware subsidies) are changing this multichannel landscape rapidly. Sessions in this track will answer questions such as: Why is convenience the key metric for planning a product's channel strategy? How can innovation lead to new business models? How can I use new channels — like digital video or mobile applications — to reach consumers and build a stronger relationship? In this track, learn the answers to these questions and find out how to shape a stronger consumer product strategy.
- C Customer Intelligence & Marketing Leadership Professionals: Using Customer Intelligence To Drive Successful Brands In A Digital Era**
- To deeply engage with three-dimensional consumers, marketers need to flex their left-brain muscles and use analytics-driven insights to integrate and improve their marketing programs. In this track, some of Forrester's brightest marketing minds will deliver pragmatic advice on how to obtain mission-critical intelligence that leads to winning marketing strategies.
- D eBusiness & Channel Strategy Professional: Serving Three-Dimensional Customers Across Multiple Channels For Sales And Service**
- eBusiness and customer experience executives are increasingly responsible for multiple channels including the Web, mobile, and social. A growing number of 3D customers are self-directed, using Twitter, smartphones, and other channels for research and service but possibly purchasing through another channel. Customer engagement, data integration, and measurement are complicated because customers use multiple channels for sales and service. In response, many firms are positioning the Web as the primary gateway for customer engagement across all channels for sales and service. Sessions in this track will answer questions such as: How should I integrate social media customer data to improve customer service? What are leading multichannel banks doing to meet customer needs across channels? How can I improve my Web site and IVR to serve self-directed customers and improve customer experience? How can Twitter help me develop deeper relationships with my online customers? In this track, learn the answers to these questions and find out how to shape a stronger eBusiness and customer experience strategy.
- E Interactive Marketing Professional: Multichannel Marketing For Multichannel Consumers**
- As consumers become more three-dimensional, marketing must follow suit. More than ever before, marketers must embrace the ways in which consumers mix and match media platforms; they must build expertise in emerging channels; and they must lean on their agencies and media partners to help put all the pieces together.

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Event Agenda

All track themes and sessions are subject to change.

TUESDAY, OCTOBER 27, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
7:30–8:30 a.m. <i>International Ballroom Foyer</i>	Event Registration And Continental Breakfast		
8:30–8:50 a.m. <i>Imperial Ballroom</i>	Welcome And Setting The Stage Bill Doyle, <i>Vice President, Principal Analyst</i> , Forrester Research Carrie Johnson, <i>Vice President, Research Director</i> , Forrester Research	All	Keynote
8:50–9:35 a.m. <i>Imperial Ballroom</i>	Multiple Dimensions, Multiple Needs: Understanding The Multichannel Customer Henry H. Harteveltdt, <i>Vice President, Principal Analyst</i> , Forrester Research Commercial, nonprofit, and government organizations have been online for a decade or longer. Yet digital channels' usefulness to consumers is far from ideal: Flat, one-dimensional digital experiences leave consumers feeling empty and disconnected. To correct this, executives must redesign their digital channels to serve and support three-dimensional consumers. <ul style="list-style-type: none"> • What is the “three-dimensional consumer”? • How can companies use digital channels as the center of their relationship with consumers? • What tools, technologies, and skills will enable richer customer relationships? 	All	Keynote
9:35–10:20 a.m. <i>Imperial Ballroom</i>	Advertising Without Ads: How Pizza Hut Approached the New Marketing Universe Bob Kraut, <i>Vice President, Marketing Communications</i> , Pizza Hut Digital marketing in a down economic environment can be key to generating revenues and profits or establishing a platform for competitive advantage prior to a market turnaround. With the growing importance of the digital consumer and increased accountability for marketing budgets in the current economic environment, Pizza Hut's digital presence needed to become a key driver to its multichannel marketing efforts. As the distinguished leader in the \$37 billion pizza category, Pizza Hut recognized the power of the Internet and leveraged it to offer its consumers new value and convenience, while beating all revenue and profit targets set for online commerce. Key takeaways include: <ul style="list-style-type: none"> • How have Pizza Hut's marketing objectives changed in a down economy? • How has Pizza Hut discerned the “trends” from the “trendy” when considering where to focus its marketing and digital marketing investments? • How has Pizza Hut identified the increased importance of “being where the consumers are” online during an economic downturn? 	All	Keynote

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TUESDAY, OCTOBER 27, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
9:30 a.m.–6:00 p.m. <i>Gold Room</i>	One-On-One Meetings With Forrester Analysts Each attendee is able to schedule up to two 20-minute One-On-One Meetings 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>International Ballroom</i>	Morning Networking Break In The Solutions Showcase	All	Networking
10:30–10:50 a.m. <i>International Ballroom</i>	Theater Presentation By SalesRiver: Capturing Online Customers' Minds And Wallets With A Need-Based Approach Helmut Kirchner, <i>President & CEO</i> , SalesRiver eCommerce has become a vital marketing battleground in the quest for overall market share. Marketers agonize over budget and campaign delivery, often overlooking a more fundamental problem. This presentation will reveal how: <ul style="list-style-type: none"> • The majority of online customers are currently not being targeted. • Engaging customers on the basis of needs is key to success. • Companies are benefitting from this need-based approach. 	All	Theater Presentation
11:05 a.m.–11:45 a.m. <i>Imperial Ballroom</i>	Consumers Are In Control ... What Have We Learned, And What Do We Do Now? Michael Darviche, <i>Chief Marketing Officer</i> , Acxiom Prasanna Dhore, <i>Vice President</i> , Hewlett Packard Consumer behavior is changing every day, in stark contrast to even 10 years ago. Our attitudes are shaped by fellow consumers through blogs and social media. We have a staggering number of product choices. And the channels through which we are and will be engaged are proliferating wildly. We are consumers and marketers ourselves, and we care deeply about customer experience and how we can help improve it. Acxiom and HP will explore: <ul style="list-style-type: none"> • How does new digital media make the marketer's job more challenging? • What can we learn about evolving consumer behavior? • Do consumers really care? • How do we take technology products like HP's and sell them to consumers in personal ways? • How does continuous multi-channel marketing help bridge these gaps? 	All	Keynote

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TUESDAY, OCTOBER 27, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
11:45 a.m.–12:30 p.m. <i>Imperial Ballroom</i>	<p>Hospitality Is All Around You: How Hilton Delivers Consistently Good Multichannel Guest Experiences Virginia Suliman, <i>Vice President, Web Design & Development</i>, Hilton Hotels Corporation</p> <ul style="list-style-type: none"> • How does Hilton ensure customers have a consistently great experience at every touchpoint? • How do price guarantees shape the needs of the technology? • How does a fully integrated technology platform help Hilton achieve its objectives in a down economy? 	All	Keynote
12:30–1:45 p.m. <i>International Ballroom</i>	Lunch And Dessert In The Solutions Showcase	All	Meal
1:15–1:35 p.m. <i>International Ballroom</i>	<p>Theater Presentation By Forrester Research: Consumer Technographics® Presents A Global Consumer Trend Update Andrew Peach, <i>Vice President, Consumer Insights & Operations</i>, Forrester Research</p> <p>Since 1997, Forrester has surveyed more than 2 million households and individuals worldwide and today provides data and insights on consumers in North America, Europe, Asia Pacific, and Latin America. The team will share highlights from our global benchmark survey data examining technology-driven trends in consumer behavior. Join this session to get the facts about consumers and learn more about how Technographics can help you be more successful.</p>	All	Theater Presentation
1:45–2:30 p.m. <i>Ambassador Room</i>	<p>The Next Generation Of Global Digital Audience Measurement Reineke Reitsma, <i>Vice President, Research Director</i>, Forrester Research Gian M. Fulgoni, <i>Executive Chairman and Co-Founder</i>, comScore</p> <p>For years, a debate has raged in the online space about the merits of panel-centric versus site-centric measurement, and with companies now trying to get a grip on the behavior of consumers across multiple channels, measurement complexity will only increase. On this panel, you'll hear how comScore is helping reduce the data gaps to set companies on a path to creating a complete view of the three-dimensional consumer. comScore recently launched Media Metrix 360, a digital audience measurement method that combines person-level measurement from comScore's global panel with Web site server. This presentation will include an in-depth look at the new methodology, insights that have been uncovered through this approach, and a sneak peek at digital measurement developments that lie ahead in the (near) future.</p>	A	Track Session

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TUESDAY, OCTOBER 27, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
1:45–2:30 p.m. <i>State Room</i>	<p>Why Some Channels Are More Convenient Than Others James L. McQuivey, Ph.D., <i>Vice President, Principal Analyst</i>, Forrester Research</p> <p>Firms must choose which channels to emphasize for marketing, distribution, and customer service. Forrester’s Convenience Quotient (CQ) methodology identifies the channels customers prefer based on the benefits they derive from — and the barriers standing in the way of — each channel. Come see how the CQ can help you. At this session, you’ll learn:</p> <ul style="list-style-type: none"> • Why convenience is king when it comes to channel planning. • How the Convenience Quotient measures the benefits and barriers of a channel. • What firms can do to increase the convenience they offer through each channel. 	B	Track Session
1:45–2:30 p.m. <i>Regent Room</i>	<p>How Customer Intelligence Can Bridge The Social And Offline Divide Dave Frankland, <i>Principal Analyst</i>, Forrester Research Suresh Vittal, <i>Principal Analyst</i>, Forrester Research</p> <p>As social connectedness becomes commonplace, marketers are beginning to market to and service consumers through their networks. However, even those firms that maintain online social relationships with customers struggle to merge their social intelligence with other customer data and extract genuine business value. This session will help marketers determine:</p> <ul style="list-style-type: none"> • What is social intelligence, and what role does it play in an enterprisewide view of the customer? • What social data should you collect, and how does it shape your customer database? • What skills, processes, and technologies do you need to derive actionable customer intelligence? • What should you look for in your traditional marketing service providers to support you in these efforts? 	C	Track Session
1:45–2:30 p.m. <i>Chancellor Room</i>	<p>Boost Multichannel Results With Web And IVR Quick Fixes: A Panel Discussion Adele Sage, <i>Analyst</i>, Forrester Research Geoff Galat, <i>Vice President, Marketing & Product Strategy</i>, Tealeaf Marisa Gallagher, <i>Vice President, User Experience</i>, Razorfish Grant Shirk, <i>Director of Industry Solutions</i>, Tellme</p> <p>Firms want to deliver rich multichannel experiences. But tight budgets necessitate clear ROI to justify investments. Learn how to identify and execute low-cost Web and IVR quick fixes from experienced vendor companies that have helped their clients generate quick ROI.</p> <ul style="list-style-type: none"> • What are some low-cost fixes to the Web and IVR that improve the customer experience and yield quick ROI? 	D	Track Session

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	<ul style="list-style-type: none"> • What kinds of business results can firms expect from the small changes? • How can companies identify potential quick fixes? 		
TUESDAY, OCTOBER 27, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
1:45–2:30 p.m. <i>Crystal Room</i>	<p>How To Weave Mobile Into A Multichannel Marketing Strategy: A Panel Discussion</p> <p>Neil Strother, <i>Analyst</i>, Forrester Research Danielle Atanda, <i>Digital Group Director</i>, OMD Tom Emmons, <i>Team Leader — Mobile/Innovation</i>, Sears Holdings Joe Grigsby, <i>Director, Mobile Practice Group</i>, VML</p> <p>While mobile marketing has proven successful for companies like Toyota, Coca-Cola, and Nike, other marketers still struggle with the platform. Join leading marketers as they discuss how mobile can help you extend your brand’s reach, target consumers on the go, and bring a direct-response element to your multichannel campaigns. At this session, you’ll learn:</p> <ul style="list-style-type: none"> • How to create a valuable mobile experience so consumers will want to engage with your brand. • How to leverage interactive capabilities of mobile phones to drive deeper engagement. • How to use mobile as the customer touchpoint for multichannel marketing strategies. 	E	Track Session
2:30–2:45 p.m.	Intermission		
2:45–3:15 p.m. <i>State Room</i>	<p>Guest Executive Forum With Blast Radius: Facilitating The Conversation: How Microsoft Is Encouraging Customer Advocacy</p> <p>Gautam Lohia, <i>Senior Vice President, Client Partner</i>, Blast Radius Carrie M. Kaiser, <i>Group Marketing Manager</i>, Microsoft</p> <p>Yes, social networks have changed the marketing landscape. Customers are talking about the things they care about in ways the marketing world can barely keep up with. But change is an opportunity. Brands can grow and increase their credibility with consumers by enabling conversations and encouraging information-sharing. This session will highlight a case study from Microsoft on how it’s using a new digital tool to:</p> <ul style="list-style-type: none"> • Put the customer voice center stage. • Create a centering point for conversation with their customers and between their customers. • Increase the effectiveness of Microsoft’s marketing campaign. 	All	GEF

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TUESDAY, OCTOBER 27, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:45–3:15 p.m. <i>Ambassador Room</i>	<p>Guest Executive Forum With CriticalMass: Viva Las Vegas!</p> <p>Billy Vassiliadis, <i>CEO & Principal</i>, R&R Partners Dianne Wilkins, <i>CEO</i>, Critical Mass</p> <p>When the stakes are high, it pays to listen. The current economic trials have caused unprecedented adversity for the tourism industry: high gas prices, low consumer confidence, and the economy in decline have created a perfect storm of reasons not to travel. Yet, through it all, Las Vegas has persevered. Learn how the Las Vegas Convention and Visitors Authority, Critical Mass, and R&R Partners have kept Las Vegas on the map as the No. 1 tourist destination by bringing Vegas to life — through the eyes of real people who experienced it.</p> <ul style="list-style-type: none"> • See how an integrated 360-degree marketing strategy kept Las Vegas rolling despite the odds. • Discover how social channels, from word of mouth to viral campaigns, can create a groundswell of passionate advocates for your brand. • Understand how to listen, learn, and continually adapt your strategy to stay on top. 	All	GEF
2:45–3:15 p.m. <i>Regent Room</i>	<p>Guest Executive Forum With Molecular: Nikon Sharpens Its Focus On Customers — And The Future</p> <p>Darryl Gehly, <i>Executive Vice President</i>, Isobar North America Joseph Ventura, <i>Senior Manager, Corporate and Internet Communications</i>, Nikon</p> <p>Nikon’s goal was clear. To succeed in making valued connections with consumers, the company would have to turn up the relevance and effectiveness of its digital communications. This presentation will reveal how Nikon leveraged deep consumer insights in transforming its communications to help consumers learn, explore, and get inspired — by using stunning photography, simplifying access to product information, empowering consumers to learn and explore, and supporting them across multiple channels. Participants will learn:</p> <ul style="list-style-type: none"> • Nikon’s strategy for strengthening the consumer-brand relationship. • How Nikon is using digital to power its relationships with consumers. • What Nikon has planned for its customers. 	All	GEF

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TUESDAY, OCTOBER 27, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:45–3:15 p.m. <i>Chancellor Room</i>	<p>Guest Executive Forum With TouchCommerce: You Had Me At Relevant</p> <p>Kathleen Waldvogel, <i>Vice President of Client Services</i>, TouchCommerce</p> <p>In this informative session, Kathleen Waldvogel will present best practices for interactive site engagement in order to acquire new customers and reduce the cost to service and support existing customers — all while delivering overall superior customer satisfaction. Ms. Waldvogel will discuss how to drive visitor interaction and will share real-world examples of Web sites that are either hitting or missing the mark with regard to executing on best practices.</p>	All	GEF
3:15–4:00 p.m. <i>International Ballroom</i>	<p>Afternoon Networking Break In The Solutions Showcase</p>	All	Networking
3:30–3:50 p.m. <i>International Ballroom</i>	<p>Theater Presentation By ATG: The Live Help Imperative: New Research Demonstrates The Strategic Importance Of Live Online Help And Human Assistance</p> <p>Ryan Hoppe, <i>Marketing Director, e-Commerce Optimization Services</i>, ATG</p> <p>This session will reveal compelling findings and trends from a broad US consumer survey on the importance of live help in the online consumer experience. Attendees will hear results from the survey that reveal consumer demand for live help and consumer preferences for live voice versus live chat in different stages of the customer life cycle (i.e., research, sales, service).</p>	All	Theater Presentation
4:00–4:45 p.m. <i>Ambassador Room</i>	<p>Innovative Ways To Gather Consumer Insight In A 3D World: A Panel Discussion</p> <p>Reineke Reitsma, <i>Vice President, Research Director</i>, Forrester Research Sion Agami, <i>Principal Scientist Engineer (Product Research, Snacks and Beverages)</i>, Procter & Gamble Jan Angel, Ph.D. <i>Manager, Marketing & Consumer Research</i>, Altria John Kearon, <i>Chief Juicer and Founder</i>, BrainJuicer Group Bob Pankauskas, <i>Director, Consumer Insights</i>, Allstate Insurance</p> <p>The Internet has made research easier, quicker, and cheaper but not necessarily more engaging or insightful: Most online surveys are pen-and-paper on a screen. But if a customer is three-dimensional, shouldn't research be as well, probing for rich emotional motivations and predictive truths?</p> <p>BrainJuicer's John Kearon will challenge your thinking on this panel about the future of market research: Which new research methodologies are available to harness consumers' observations of the market as well as their own behavior online, offline, and even on mobile devices? Does the resulting research yield deeper, more revealing results? How can these results be translated into actionable insights?</p>	A	Track Session

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	And why is failure part of successful market research innovation?		
TUESDAY, OCTOBER 27, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
4:00–4:45 p.m. <i>State Room</i>	<p>Adding A Mobile Dimension To Your Multichannel Strategy: A Mobile POST Analysis Julie A. Ask, <i>Vice President, Principal Analyst</i>, Forrester Research</p> <p>As cell phones change the lives of your customers and channel partners our Mobile POST framework can help you add mobile to your multichannel strategy. In this session, we'll examine mobile usage myths and realities and how to determine which mobile products, services, and applications will connect with your customers.</p> <ul style="list-style-type: none"> • Separating the hype from the reality, how do consumers use cell phones today? How will they in three years? • How can you use Mobile POST to add mobile to your multichannel strategy? • What best practices are we seeing across industries today? 	B	Track Session
4:00–4:45 p.m. <i>Regent Room</i>	<p>How Digital Channels Will Change Brand Management Forever Lisa Bradner, <i>Principal Analyst</i>, Forrester Research</p> <ul style="list-style-type: none"> • Why and how must traditional brand management change in the face of digital channels? • How are brands incorporating new channels into their marketing organizations? • How are organizations balancing global and local branding? • How does the role of agencies change in the digital era? 	C	Track Session
4:00–4:45 p.m. <i>Chancellor Room</i>	<p>Multichannel Banking In An Online World Emmett Higdon, <i>Senior Analyst</i>, Forrester Research</p> <p>Most consumers rely on different channels to manage their financial accounts. For many, the online channel lies at the center of this transacting and servicing universe. Come learn where channels like mobile and the call center fit into this orbit and how some firms are managing this balance better than others.</p> <ul style="list-style-type: none"> • Which channels are preferred by banking customers? For which activities? • How satisfied are customers with the experience they encounter in each channel? • How well does online banking function as a clearinghouse for consumer interactions? • What new tools and technologies are available to enhance this role? • Does mobile banking compete with or complement the online channel? • Which banks use channels most effectively today in servicing their customers? 	D	Track Session

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TUESDAY, OCTOBER 27, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
4:00–4:45 p.m. <i>Crystal Room</i>	<p>Social Technographics 2009: Toward Universal Participation Josh Bernoff, <i>Senior Vice President, Idea Development</i>, Forrester Research</p> <p>For our third year running, we’ve collected data on the use of social technologies in North America, Europe, and Asia. In the US and Europe, the trend is toward universal use of social technologies — nearly everyone is a “Spectator” in our classification — and rapid growth in use of social networks. Participation is even higher in Asian countries like Japan, Korea, and China, while Europeans are moving a little slower. In this session, we’ll run through the data and analyze what it means for consumer-facing companies around the world.</p> <ul style="list-style-type: none"> • Who is using social technologies in countries worldwide? • How has the use of social technologies changed in the US? • What does this mean for marketers? 	E	Track Session
4:45–5:00 p.m.	Intermission		
5:00–5:45 p.m. <i>Imperial Ballroom</i>	<p>Windows: Building Digital Relationships With 1 Billion Customers Brad Brooks, <i>Corporate Vice President, Windows Consumer Product Marketing</i>, Microsoft</p> <p>In the fall of 2008, Microsoft launched “Life Without Walls,” a marketing campaign designed to redefine the Windows brand and build deeper relationships with the people who use Windows every day. Drawing on examples from this campaign and from the development and launch of Windows 7, Brad Brooks will discuss how Microsoft is using the digital channel to build customer relationships and to enable entirely new business models for Windows.</p> <ul style="list-style-type: none"> • How did Microsoft use digital channels to redefine the Windows brand? • How is the need to build rich customer relationships changing the way Microsoft thinks about consumer marketing and product development? • What digital channels does Windows 7 enable, and what insights into building deeper customer relationships has Microsoft gained from them? 	All	Keynote

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TIME	SESSION INFORMATION	TRACK	SESSION TYPE
5:45–6:15 p.m. <i>Imperial Ballroom</i>	<p>Reflections On The Groundswell And The Forrester Groundswell Awards Josh Bernoff, <i>Senior Vice President, Idea Development</i>, Forrester Research</p> <p>A look back at two years of clients interacting with the groundswell of social technologies. Plus, presentation of the winners of the third annual Forrester Groundswell Awards (consumer division), recognizing the most innovative and effective social applications of 2009.</p>	All	Keynote
6:15–7:30 p.m. <i>International Ballroom</i>	<p>Networking Reception In The Solutions Showcase Sponsored By <i>imc²</i></p>	All	Networking
6:30–7:00 p.m. <i>International Ballroom</i>	<p>The Forrester Groundswell Awards: Meet The Winners</p>	All	Theater Presentation

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WEDNESDAY, OCTOBER 28, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
7:30–8:20 a.m. <i>State Room</i>	<p>Breakfast Presentation With Overtone: Voice Of The Customer Best Practices Across Multiple Channels Craig Brennan, <i>President and CEO</i>, Overtone</p> <p>Craig Brennan, President and CEO of Overtone, will discuss the importance of understanding the consumer experience as well as best practices for implementing a voice of the customer listening strategy across multiple channels. Real-world case studies of top-ranked companies will be shared and examined.</p>		
7:30–8:30 a.m. <i>International Ballroom Foyer</i>	Event Registration And Continental Breakfast		
8:30–8:40 a.m. <i>Imperial Ballroom</i>	<p>Day Two Opening Remarks Carrie Johnson, <i>Vice President, Research Director</i>, Forrester Research</p>	All	Keynote
8:40–9:25 a.m. <i>Imperial Ballroom</i>	<p>Designing A Multichannel Customer Experience In The Real World Harley Manning, <i>Vice President, Research Director</i>, Forrester Research</p> <p>Customers cross channels for two reasons: They fail to achieve their goal in a single channel, or they prefer specific channels for specific tasks like buying versus getting help. But switching channels is jarring when companies don't design a continuous cross-channel flow that maintains customer context. Fortunately, firms can do better by taking a disciplined approach to cross-channel design.</p> <ul style="list-style-type: none"> • What's the right way to think about multichannel experience? • How can companies design better experiences for their multichannel customers? • How should firms prepare for tomorrow's challenges? 	All	Keynote
9:25–10:10 a.m. <i>Imperial Ballroom</i>	<p>Blurring The Lines Between Customer Service And Marketing Barry Judge, <i>Executive Vice President and Chief Marketing Officer</i>, Best Buy</p> <p>On its perpetual customer centric journey, Best Buy is working to redefine customer service and build relationships with its customers. The company is deploying initiatives in multiple channels to converse with, engage and help consumers. Key takeaways include:</p> <ul style="list-style-type: none"> • How Best Buy leverages multiple channels and actively seek out conversations consumers are having with your brand. • How Best Buy increases the relevance and preference for your brand by being active in the channels in which your customers are already active. • How Best Buy rallies employees in service to customers by leveraging new channels. 	All	Keynote
9:30 a.m.–3:30 p.m. <i>Gold Room</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 Meetings with the Forrester analysts of their choice, depending on availability. These meetings are consistently rated as one of the most</p>	All	Networking

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WEDNESDAY, OCTOBER 28, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
10:10–10:55 a.m. <i>International Ballroom</i>	Morning Networking Break In The Solutions Showcase	All	Networking
10:55–11:40 a.m. <i>Imperial Ballroom</i>	<p>Layering Mobile Into The Customer Experience: A Panel Discussion Of Cross-Industry Perspectives Julie A. Ask, <i>Vice President, Principal Analyst</i>, Forrester Research Michael Menis, <i>Vice President, Global Interactive Marketing</i>, InterContinental Hotels Group Sophia Stuart, <i>Executive Director, Mobile</i>, Hearst Magazines Digital Media Paul Vienick, <i>SVP, Long-Term Investing and Customer Experience</i>, E*TRADE</p> <p>Mobile phones continue to create dramatic and disruptive change in the lives of your customers. A connected, personalized device carried 24x7 by your customers will change how you are able and how you choose to engage with them. Join this panel discussion to learn:</p> <ul style="list-style-type: none"> • What role is mobile playing in your industry? In other industries? • How is mobile being used to engage in new and creative ways with customers? • How does mobile enhance your ability to meet the needs of the three-dimensional consumer? 	All	Keynote
11:40–11:55 a.m.	Intermission	All	
11:55–12:25 p.m. <i>Regent Room</i>	<p>Guest Executive Forum With Baynote: Customer Intelligence: Profiting from Reading the Minds of Consumers Jack Jia, <i>Chief Executive Officer</i>, Baynote</p> <p>Groundbreaking studies have shown like-minded people become very predictable within a specific context. Imagine being able to understand and quickly react to consumer needs by “reading their minds” – automatically deliver relevant content based on their interests, identify missed conversion opportunities, gain early insights into consumer trends and more.</p> <ul style="list-style-type: none"> • Learn how 100’s of the world’s best known brands are profiting today using a combination of social and brain science • Discover how to improve personalization and search effectiveness by 30 – 400% • Understand how the wisdom of invisible crowds, consumer interest mining and real-time adaptation are shaping the future of customer intelligence 	All	GEF

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WEDNESDAY, OCTOBER 28, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
11:55–12:25 p.m. <i>Crystal Room</i>	<p>Guest Executive Forum With Experian Marketing Services: Leveraging Email As The Core Of Multichannel Customer Engagement</p> <p>Sara Ezrin, <i>Senior Strategy Consultant</i>, Experian CheetahMail Lisa Hendrikson, <i>Vice President of Retention and Customer Experience</i>, 1-800-Flowers.com</p> <p>Learn how 1-800-Flowers.com leverages email to engage its customers, break through the marketing clutter, and enhance a multichannel customer-communication strategy.</p> <p>Looking to get through to today's always-connected customers? Participants will learn:</p> <ul style="list-style-type: none"> • How 1-800-Flowers.com integrates email marketing with emerging and traditional channels to engage customers with every interaction. • The tactics that 1-800-Flowers.com uses to leverage customer data to create personalized and relevant email campaigns. • Strategies for leveraging purchase and online behaviors to capitalize on important life-cycle events. 	All	GEF
12:25–1:45 p.m. <i>International Ballroom</i>	Lunch And Dessert In The Solutions Showcase	All	Meal
1:15–1:35 p.m. <i>International Ballroom</i>	<p>Theater Presentation By Forrester Research — Forrester's ForecastView: A Lesson In Forecasting Consumers Globally</p> <p>Vikram Sehgal, <i>Vice President, Research Director</i>, Forrester Research</p> <p>The new ForecastView team produces more than 40 industry forecasts in collaboration with our research experts to help clients successfully formulate strategy, benchmark performance, and optimize planning. The team will share some highlights from Forrester's latest mobile forecast in the US and Western Europe. Join this session to learn how Forrester approaches the complex task of creating these detailed, award-winning forecasts and get insight into the team's outlook for growth.</p>	All	Theater Presentation

Event Agenda

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WEDNESDAY, OCTOBER 28, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
1:45–2:30 p.m. <i>Ambassador Room</i>	<p>Lessons In Targeting Multicultural Consumers: A Panel Discussion Tamara Barber, <i>Data Analyst</i>, Forrester Research Teresa Iglesias-Solomon, <i>Vice President, Multicultural and Hispanic Initiatives</i>, Best Buy Marla Skiko, <i>SVP/Director of Digital Innovation</i>, SMG Multicultural</p> <p>Many companies attempt to target multicultural consumers in their marketing, but few truly take into account the different needs and wants of these consumers — especially in their online sales and marketing programs. How can companies learn about their multicultural consumers and what are some best practices in reaching them?</p> <ul style="list-style-type: none"> • Why do multicultural consumers matter, and how are their behaviors different from the general market? • What are the benefits of a multilanguage Web site, and how do you measure ROI? • How can companies successfully approach multicultural consumers across channels? 	A	Track Session
1:45–2:30 p.m. <i>State Room</i>	<p>The eReader Phenomenon: How A Device Is Catalyzing Multichannel Relationships James L. McQuivey, Ph.D., <i>Vice President, Principal Analyst</i>, Forrester Research</p> <p>Amazon’s Kindle is the flame that lit the wildfire in the eReader market. By 2013, 13 million US consumers will own an eReader device. The emergence of this new category enables publishers to rethink their multichannel strategies, but it also opens up new opportunities for retail, electronics, and telecom companies.</p> <ul style="list-style-type: none"> • How has the eReader and electronic content market evolved, and what changes are coming? • How do eReaders and other mobile devices catalyze multichannel consumer relationships? • What impact will eReaders have on media, retail, consumer electronics, and telecom companies? 	B	Track Session
1:45–2:30 p.m. <i>Regent Room</i>	<p>Remixing Media To Reach The Three-Dimensional Consumer David Card, <i>Vice President, Principal Analyst</i>, Forrester Research</p> <p>The recession has accelerated systemic trends in media: fragmentation, consumer control, and the importance of social technologies. Aggressive marketers have a unique opportunity to pull these threads together and rethink integrated marketing in order to counter the effects of the meltdown and to harness social media. This session will help marketing leaders understand:</p> <ul style="list-style-type: none"> • How do you best balance the media mix to accommodate consumer trends? • How can you integrate social media and branded content? • How can you create a feedback loop for fine-tuning your 	C	Track Session

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campaigns?			
WEDNESDAY, OCTOBER 28, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
1:45–2:30 p.m. <i>Chancellor Room</i>	<p>Multichannel Contact Center Excellence: Integrating And Bridging The Gap Between Traditional Channels And Social Media Natalie L. Petouhoff, Ph.D., <i>Senior Analyst</i>, Forrester Research</p> <p>Firms must master not only customer service and experience for traditional channels, but they now face new challenges. To satisfy three-dimensional consumers, firms must get channel integration basics right, understand the impact of new channels like social media, and then create a customer experience contact center and social media strategy. This session will cover:</p> <ul style="list-style-type: none"> • Best practices in integrated multichannel contact centers. • Best practices in social media and customer service/customer experience. • Best practices in integrating traditional and social media customer service channels and solutions to provide customer experience excellence. 	D	Track Session
1:45–2:30 p.m. <i>Crystal Room</i>	<p>Managing Multichannel Agency Relationships: A Panel Discussion Sean Corcoran, <i>Analyst</i>, Forrester Research Tracy Benson, <i>Senior Director, Interactive Marketing & Emerging Media</i>, Best Buy Steve A Furman, <i>Director E-Business</i>, Discover Financial Services Chris Miller, <i>Senior VP, Group Management Director, Digital</i>, Draftfcb Ian Wolfman, <i>Chief Marketing Officer</i>, imc2</p> <p>Marketers are working harder than ever to integrate their marketing across channels — and agencies are working to help them meet that goal. In this session, learn how marketers and agencies are evolving to reach multichannel consumers — and how marketers can get the best from agencies in this new brave new world. At this session, you'll learn:</p> <ul style="list-style-type: none"> • How digital agencies are evolving from traditional broadcast models to better engage consumers at all touchpoints. • The challenges of selecting agencies to handle each marketing channel — or selecting one to handle all your marketing channels. • How interactive marketers can manage their agency relationships to meet the challenges of three-dimensional consumers. 	E	Track Session
2:30–2:45 p.m.	Intermission	All	

Event Agenda

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WEDNESDAY, OCTOBER 28, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:45–3:30 p.m. <i>Ambassador Room</i>	<p>Engaging Youth Across Channels Is A Need, Not A Want Jacqueline Anderson, <i>Consumer Insights Analyst</i>, Forrester Research</p> <p>Multichannel engagement is a way of life for young consumers. From using their cell phones as part of an in-store shopping experience to IMing while online, Gen Yers are textbook examples of connected consumers. Growing up in a multichannel world has set their expectations higher than most other consumers. How can companies deliver?</p> <ul style="list-style-type: none"> • How are young consumers using different channels and why? • Which successful approaches have companies developed to engage these young consumers? • Which lessons can be translated to the general population — and which can't? 	A	Track Session
2:45–3:30 p.m. <i>State Room</i>	<p>How To Succeed In A Multiplatform Video World Bobby Tulsiani, <i>Senior Analyst</i>, Forrester Research</p> <p>Consumers are viewing more video than ever before and are doing so on multiple screens and from multiple sources. Firms must understand the tectonic shift to multiplatform delivery and consumption that is occurring if they are to keep pace with the rapidly evolving consumer.</p> <ul style="list-style-type: none"> • How are consumers watching video across the three platform screens today, and how will it change in the future? • What business models should content companies and distributors look to employ in a multiplatform video world? • What strategies should marketers and advertisers put in place to reach consumers in multiplatform video world? 	B	Track Session
2:45–3:30 p.m. <i>Regent Room</i>	<p>Customer Intelligence Metrics That Matter Julie Katz, <i>Analyst</i>, Forrester Research</p> <p>In the face of changing consumer behavior and a mercurial economic environment, this session will help marketers understand which metrics are key to their success now. Specifically, this session will address:</p> <ul style="list-style-type: none"> • What should marketers be measuring? • What's the difference between metrics and key performance indicators? • Which metrics matter most for specific scenarios and industries? • How should marketers collect and aggregate data to get to the most meaningful metrics? • Who should marketers communicate their metrics to and how? 	C	Track Session

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WEDNESDAY, OCTOBER 28, 2009			
TIME	SESSION INFORMATION	TRACK	SESSION TYPE
2:45–3:30 p.m. <i>Chancellor Room</i>	<p>How Twitter Can Influence eBusiness: Assessing The Twitter Opportunity Diane Clarkson, <i>Analyst</i>, Forrester Research</p> <p>A Twitter presence isn't appropriate for every business, but because Twitter provides another channel to connect with the three-dimensional consumer, now is the time for eBusiness professionals to investigate a strategy. This session will explore best practices in using Twitter to drive online sales and create deeper relationships with customers.</p> <ul style="list-style-type: none"> • What are the potential eBusiness benefits of Twitter? • Should you have a Twitter strategy? • What are the best practices in eBusiness for connecting with your customers? 	D	Track Session
2:45–3:30 p.m. <i>Crystal Room</i>	<p>The Analog Groundswell: Using Social Media To Drive Offline Influence Nate Elliott, <i>Principal Analyst</i>, Forrester Research</p> <p>All marketers want to drive positive word of mouth — and social media isn't their only option. In fact, most consumers pass along brand messages offline, not online — and offline, person-to-person communication carries more weight than social media. This session will offer best practices for using online tools to drive offline influence as well as:</p> <ul style="list-style-type: none"> • How to use online social media to drive offline influential behavior. • How to give consumers powerful offline brand experiences. • How social technology can amplify and extend offline influence. 	E	Track Session
3:30 p.m.	Event Ends		