

# AGENDA

## Tuesday, Nov. 17

Tuesday, Nov. 17

08:00 - 09:00	Registration And Refreshments In The Technology Showcase
09:00 - 09:15	<b>Welcome/Setting The Stage</b>
09:15 - 10:00	<b>Transform Marketing Through Interactive Channels</b> Mary Beth Kemp, Vice President, Principal Analyst, Forrester Research
10:00 - 10:45	<b>Industry Keynote: Bernhard Glock, VP Global Media Purchases, Procter &amp; Gamble</b> (Until Sep. 30, 2009)
10:45 - 11:15	Morning Networking Break In The Technology Showcase
11:15 - 11:55	<b>Platinum Sponsor Keynote: Magiq</b>
11:55 - 12:40	<b>Industry Keynote: Diederick van Thiel, Chief Consumer Marketing Officer, ING Retail</b>
12:40 - 14:00	Lunch In Restaurant And Dessert In The Technology Showcase
14:00 - 14:40	<b>Track Sessions</b> <b>Marketing Leadership</b> <b>eBusiness &amp; Channel</b> <b>Consumer Product Strategy</b>
14:40 - 14:45	Intermission
14:45 - 15:25	<b>Marketing Leadership</b> <b>eBusiness &amp; Channel</b> <b>Consumer Product Strategy</b>
15:25 - 15:55	Afternoon Networking Break In The Technology Showcase
15:55 - 16:25	<b>Guest Executive Forum: Blast Radius</b> <b>Guest Executive Forum: SalesRiver</b>
16:25 - 16:30	Intermission
16:30 - 17:10	<b>Marketing Leadership</b> <b>eBusiness &amp; Channel</b> <b>Consumer Product Strategy</b>
17:10 - 17:15	Intermission
17:15 - 17:55	<b>Marketing Leadership</b> <b>eBusiness &amp; Channel</b> <b>Consumer Product Strategy</b>
17:55 - 19:00	Networking Reception In The Technology Showcase

## Wednesday, Nov. 18

Wednesday, Nov. 18

08:30 - 09:00	Registration And Refreshments In The Technology Showcase
09:00 - 09:05	<b>Opening Remarks</b>
09:05 - 09:50	<b>The Future Of Online Experiences: Prepare Now For Recovery</b> Moira Dorsey, Vice President, Research Director, Forrester Research
09:50 - 10:35	<b>Industry Keynote: Conny Kalcher, VP Consumer Experiences, LEGO</b>
10:35 - 11:05	Morning Networking Break In The Technology Showcase
11:05 - 11:35	<b>Guest Executive Forum: EMC Consulting</b> <b>Guest Executive Forum: Acxiom</b>
11:35 - 11:40	Intermission
11:40 - 12:20	<b>Track Sessions</b> <b>Interactive Marketing</b> <b>Customer Experience</b> <b>Technology Marketing</b>
12:20 - 12:25	Intermission
12:25 - 13:05	<b>Interactive Marketing</b> <b>Customer Experience</b> <b>Technology Marketing</b>
13:05 - 14:05	Lunch In Restaurant And Dessert In The Technology Showcase
14:05 - 14:45	<b>Interactive Marketing</b> <b>Customer Experience</b> <b>Technology Marketing</b>
14:45 - 14:50	Intermission
14:50 - 15:30	<b>Interactive Marketing</b> <b>Customer Experience</b> <b>Technology Marketing</b>