

Return2Customer Event Program

TUESDAY, AUGUST 26, 2008				
Track Title	Keynote & Plenary Sessions Retreat of Dunwoody	Customer Management Track A Bridgeview/Gardenview Theater	Customer Management Track B Ballroom A	Customer Management Track C Retreat of Dunwoody
Track Chair		Jeff Pedowitz CRMA Atlanta Vice President	Alex Marchetti DMA Atlanta President	Barry Mirkin BMA Atlanta President
7:30-8:00	REGISTRATION			
8:00-9:00	CONFERENCE KEYNOTE: THE BEST SERVICE IS NO SERVICE, Bill Price , President, Driva Solutions			
9:00-10:00	FEATURED KEYNOTE: RULES TO BREAK & LAWS TO FOLLOW, MARTHA ROGERS, co-founder, Peppers & Rogers Group			
10:00-10:30	MARTHA ROGERS & BILL PRICE BOOK SIGNING, NETWORKING BREAK AND VISIT CONFERENCE SPONSORS			
10:30-11:15		<i>"Proactive Customer Churn Management"</i> Alvarez & Marsal Debra Green, Senior Director	<i>"Maintaining a Brand and Keeping Customers in the Loop During Times of Crisis Using E-Mail Strategy"</i> UPS Doug Gibeaut, Director, Relationship Marketing	<i>"Coloring Outside the Lines - A Guide to Effective Marketing"</i> RICOH Linda Lindsey, Senior Marketing Manager
11:15-12:00		<i>"Data Driven Consumer Relationship Management"</i> Coca-Cola Carol Kruse, VP, Global Interactive Marketing	<i>"Wachovia's Journey: From Service to Loyalty"</i> Wachovia Lillian Murray, SVP, Customer Experience	Panel Discussion: <i>"Tying Social Media Strategies to Bottom Line Performance"</i> 1to1 Media Moderator: Ginger Colon, Editor-in-Chief Panelist: Lincoln Barrett, VP of Global Consumer CRM, InterContinental Hotels Group Panelist: Raj Choudhury, VP of Digital Services, Engauge Digital
12:00-1:15	NETWORKING LUNCHEON AND VISIT CONFERENCE SPONSORS			
1:15-2:00		<i>"Real World Lead Management Heroes: How Acteva & Vindicia Supercharged Their Lead Generation In One Day"</i> Marketo Jon Miller, author Modern B2B Marketing blog & VP of Marketing	<i>"Marketing to the Customer Lifecycle: How Companies Increased Response Rates by 350%"</i> Hornstein Associates Scott Hornstein, CEO	<i>"Using Marketing Automation Software to Hold Sales Departments Accountable for Qualified Leads"</i> Market2Lead Geoff Rego, CEO
2:00-2:45		<i>"Leveraging the Power of Social Media to Turbo-Charge Your Online Marketing Initiatives"</i> InterContinental Hotels Group Lincoln Barrett, VP, Global Consumer CRM	Case Study: CNN Adam Naide, Senior Director, Audience Experience	<i>"How to Make Your Sales Team Happy - Best Practices in B2B Lead Management"</i> IDology Jodi Florence, Director of Marketing
2:45-3:15	CONFERENCE BREAK AND VISIT CONFERENCE SPONSORS			

3:15-4:00		<p><i>"Optimizing Agent Productivity with Desktop Integration"</i> OpenSpan Francis Carden, Founder</p>	<p><i>"Social CRM & Web 2.0"</i> Oracle Andy Mitchell, Senior Director</p>	<p><i>"Three Strategies for Accelerating the Customer-Centric Journey"</i> Infor Tony Compton, Director, CRM Product Marketing</p>
4:00-4:45		<p><i>"Taking Your CRM Strategy Mobile"</i> Studiocom Matt Roth, Director of Strategy & Mobile Marketing</p>	<p><i>"Tracking Social Media ROI - It Works!"</i> Pardot David Cummings, Founder & CEO</p>	<p><i>"Are All Clicks Created Equal?"</i> FirstWave Lisa Cramer, Chief Sales & Marketing Officer</p>
4:45-7:00	COCKTAILS, NETWORKING AND VISIT CONFERENCE SPONSORS			