

## Return2Customer Event Program

WEDNESDAY, AUGUST 27, 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				
<b>MINDSHARE SESSIONS &amp; CONTINENTAL BREAKFAST</b>				
7:00-8:00	In-depth table topics focused on exploring specific customer management subject matter areas in Integrated Marketing, B2B, B2C, Technology Marketing, Call Center, Telemarketing, Analytical & Operational CRM, Social Media & Web 2.0			
8:00-9:00	<b>FEATURED KEYNOTE: CRM 2.0 - WHAT THE HELL IS IT ANYWAY?, Paul Greenberg, Author &amp; Founder, The 56 Group</b>			
9:15-10:00		<p style="color: red;"><b>"Unified Communications for the Contact Center"</b></p> <p style="color: blue;"><b>Aspect Software</b></p> <p><b>Raun Kilgo, Director of Product Management</b></p>	<p><b>Panel Discussion:</b> <b>"Preparing for CRM in Government"</b></p> <p><b>Turnkey Solutions</b> <b>Moderator: Dona Cage, Managing Director</b></p> <p><b>Panelist: Debra Henson, Assistant Commissioner-Dept. of Watershed Management, City of Atlanta</b></p> <p><b>Panelist: Kristin Howlett, Director of Process Reengineering, DeKalb County, Georgia</b></p> <p><b>Panelist: Dwayne Campbell, CRM Account Manager, Mecklenburg County, North Carolina</b></p>	<p><b>Panel Discussion:</b> <b>"Tangible ROI from Establishing a Successful Customer EcoSystem"</b></p> <p><b>Hypatia Market Research &amp; Consulting</b> <b>Moderator: Leslie Ament, Founder</b></p> <p><b>Panelist: Catherine Pederson, Director of Product Marketing, Dun &amp; Bradstreet</b></p> <p><b>Panelist: Peter Coffee, Director of Competitive Intelligence, Salesforce.com</b></p> <p><b>Panelist: John Timmerman, Director of Product Marketing, Teredata</b></p> <p><b>Panelist: Chris Williams, VP, Client &amp; Technical Services, Experian</b></p>
10:15-11:00		<p><b>Consultant's Corner:</b> <b>Profiling Solutions</b> <b>Ron Fisher, President</b></p>	<p style="color: red;"><b>"From Technology to Strategy: A Billion Dollar Charity Shift to Truly Building Constituent Strategies"</b></p> <p style="color: blue;"><b>American Cancer Society</b> <b>Angie Moore, Managing Director of CRM</b></p>	<p style="color: red;"><b>"Digital Body Language: Deciphering Customer Intentions in an Online World"</b></p> <p style="color: blue;"><b>Eloqua</b> <b>Jim Williams, Director of Field Marketing</b></p>
11:15-12:00		<p style="color: red;"><b>"Why Open Source is Critical to Your Enterprise CRM Strategy?"</b></p> <p style="color: blue;"><b>SugarCRM</b> <b>David Gearhardt, Regional Vice President, Sales</b></p>	<p style="color: red;"><b>"Psychology: The Blueprint for Outstanding Digital Experience"</b></p> <p style="color: blue;"><b>Engauge Digital</b> <b>Dr. Melissa Read, VP Research and Innovation</b></p>	<p style="color: red;"><b>"When Hot's Not: Lead Scoring that Drives Revenue"</b></p> <p style="color: blue;"><b>Silverpop</b> <b>Scott Voigt, Vice President Product Marketing</b></p>

12:00-1:15	<b>NETWORKING LUNCHEON AND VISIT CONFERENCE SPONSORS</b>			
1:15-2:15	<b>CONFERENCE KEYNOTE: MOMENTS MATTER! BUILDING A CULTURE THAT EMPOWERS EMPLOYEES, BENEFITS CUSTOMERS and CREATES LOYALTY INSIDE &amp; OUT,</b> Pete Winemiller, VP, Guest Relations, Seattle Supersonics/WNBA Seattle Storm			
2:30-3:15		<p><b><i>"Doing Less With More: Delivering on the Promise of CRM at the Point of Contact"</i></b> Cicero Inc. Neil Crane, Director, Product Development</p>	<p><b><i>"Customer Dynamics: Capturing the Power of Key Customer Interactions"</i></b> Karl Sharicz &amp; Dr. Carol Zulauf</p>	<p><b>Panel Discussion:</b> <b><i>"Best Practices in Demand Generation"</i></b> The Pedowitz Group Moderator, Jeff Pedowitz, CEO</p> <p><b>Panelist:</b> Lisa Cramer, Chief Sales &amp; Marketing Officer, FirstWave</p> <p><b>Panelist:</b> Scott Voigt, VP of Product Marketing, Silverpop</p> <p><b>Panelist:</b> Thor Johnson, SVP of Marketing, Eloqua</p> <p><b>Panelist:</b> Geoff Rego, CEO, Market2Lead</p> <p><b>Panelist:</b> Jon Miller, Co-Founder &amp; VP of Marketing, Marketo</p>
3:30-4:15		<p><b><i>"What Drives Customer Satisfaction &amp; Leveraging Quality Assurance Programs to Improve Customer Satisfaction"</i></b> Cbeyond Ashish Bisaria, VP of Operations</p>	<p><b>Case Study: Arthritis Foundation</b> Marla Davidson, EVP Strategy Management &amp; CIO</p>	<p><b><i>"The Future of High Performance Customer-Centric Enterprises"</i></b>  Om Kundu, Strategy, Analytic &amp; Innovation Executive</p>
4:15-4:45	<b>CONFERENCE BREAK AND VISIT CONFERENCE SPONSORS</b>			
4:45-5:30		<p><b>Panel Discussion:</b> <b><i>"CRM Career Advancement"</i></b> myCRMcareer Moderator: Georgia Taylor-Moore</p> <p><b>Panelist:</b> Jeff Tanner, Associate Dean of Research, Baylor University</p> <p><b>Panelist:</b> Bruce Culbert, CEO, myCRM, LLC &amp; iSymmetry</p> <p><b>Panelist:</b> Paul Greenberg, Analyst &amp; Author, CRM at the Speed of Light</p>	<p><b><i>"Finding &amp; Leveraging the 7 Secrets of Email Marketing"</i></b> BrightWave Marketing Simms Jenkins, CEO</p>	<p><b><i>"Measuring the Success of Your CRM Program"</i></b> North Highland Speaker: Doug Jones, Principal Speaker: Michael Perla, Principal Speaker: Warren Shiver, Principal</p>
5:30	<b>CONFERENCE WRAP UP &amp; CLOSING REMARKS - Conference Chair, Art Hall, President, CRMA Atlanta</b>			