

Day1 TUESDAY

August 26, 2008 | Conference Keynote Sessions



7:30 - 8:00am Conference Registration

8:00 – 8:10am Welcome and Opening Remarks

Art Hall

President, Atlanta Chapter
Customer Relationship Management Association (CRMA)

Barry Mirkin

President, Atlanta Chapter
Business Marketing Association (BMA)

Alex Marchetti

President, Atlanta Chapter
Direct Marketing Association (DMA)

8:10 – 9:00am **Keynote Session: The Best Service is No Service**

Speaker: **Bill Price**
President & Founder
Driva Solutions, LLC

Bill Price offers a new, game-changing approach, showing how managers are taking the wrong path and are using the wrong metrics to measure customer service. Customer service, they assert, is only needed when a company does something wrong—eliminating the *need* for service is the best way to satisfy customers. To be successful, companies need to treat service as a data point of dysfunction and figure what they need to do to eliminate the demand. This session will outline seven principles to deliver the best service that ultimately leads to “no service”:

- Eliminate dumb contacts
- Create engaging self-service
- Be proactive
- Make it easy to contact your company
- Own the actions across the company
- Listen and act
- Deliver great service experiences

9:00 – 10:00am **Keynote Session: Rules to Break & Laws to Follow**

Speaker: **Dr. Martha Rogers, PhD**
Founding Partner
Peppers & Rogers Group

A raging crisis of short-termism threatens companies that try to operate by today’s “accepted wisdoms”. When the lowliest employees can leap tall hierarchies in a single click, it not only flattens your organizational chart, but also elevates the importance of corporate culture, transforming it into your most reliable competitive advantage. And when customers can share their experiences electronically with millions, customer trust becomes more than a catchphrase; it becomes a business necessity—and a divining rod for any company’s success over the long term. Even change itself is no longer a constant; it is accelerating. No matter how great your product or service is today, tomorrow it will be a commodity, and tomorrow will come faster than it used to. Big or small, manufacturer or service firm, in today’s technology-augmented environment, you’ll have to know how to harness the power of your connected customers and your networked employees. You need innovation, creativity, resilience and leadership to produce not just quarterly numbers, but genuine shareholder value.

As an expert on customer-based business strategy, and individually named to Accenture’s global list of “Top 100 business intellectuals,” Martha Rogers, Ph.D. continues to set the standard in business strategy. This session offers the most innovative and strategic thinking to date.

10:00 – 10:30am Morning Networking Break

- **Meet & Greet with Martha Rogers and Bill Price**
- **Autograph Book Signings**
- **Vendor Showcase**

Day1 TUESDAY



August 26, 2008 | Concurrent Breakout Sessions

10:30
-
11:15
am

Customer Management Concurrent Sessions Choose Track A, B or C		
Track A: Bridgeview/Gardenview Chaired by CRMA	Track B: Ballroom A Chaired by DMA	Track C: Retreat of Dunwoody Chaired by BMA
<p>Proactive Customer Churn Management</p> <p><i>Speaker:</i> Debra Green <i>Senior Director</i> Alvarez & Marsal</p> <p>It's nearly impossible to turn on the television or radio these days without being besieged by telecommunications and cable advertisements competing for customers' attention. Offers to consolidate telephone, Internet and cable television services that boast lightening-speed Internet access, unlimited long-distance and more channels than anyone could possibly watch in a lifetime are a dime a dozen.</p> <p>In today's highly competitive environment, taking proactive steps to keep your customers satisfied is essential to improving your profit margins. There are various ways this can be accomplished, but more often than not, your contact center is the most powerful tool at your disposal to thwart competitors' advances on your customers.</p>	<p>Maintaining a Brand and Keeping Customers in the Loop During Times of Crisis Using E-mail Strategy</p> <p><i>Speaker:</i> Doug Gibeaut <i>Director, Global Relationship Marketing</i> UPS</p> <p>In this session, discover how to use email communications during natural disasters, system disruptions and other crisis scenarios.</p> <p>Learn how email can be an effective channel in communicating during difficult business situations, and how it can help keep your customers in the loop</p>	<p>Coloring Outside the Lines – A Guide to Effective Marketing</p> <p><i>Speaker:</i> Linda Lindsey <i>Senior Marketing Manager</i> RICOH</p> <p>Want to stay on top of the latest trends, techniques and marketing strategies to help you build better performing campaigns? You'll learn what "rules" you can break to produce outstanding results and get tangible tips and conversation starters for your marketing toolbox. This presentation is packed with practical, real-world examples and techniques to help marketers get noticed and showcases the best and worst marketing blunders in recent history.</p> <p>Attend this session to learn:</p> <ul style="list-style-type: none"> • Techniques for integrating key marketing disciplines, including public relations, online tactics and advertising • Why you should give your creative a sanity check • How to pick a design agency and how to make them a strategic partner • What moves people to act with your brand

Customer Management Concurrent Sessions

Choose Track A, B or C

11:15
-
12:00
pm

Track A: Bridgeview/Gardenvue Chaired by CRMA	Track B: Ballroom A Chaired by DMA	Track C: Retreat of Dunwoody Chaired by BMA
<p>Data Driven Consumer Relationship Marketing</p> <p><i>Speaker:</i> Carol Kruse <i>Vice President, Global Interactive Marketing</i> Coca-Cola</p> <p>Carol Kruse, Vice President Global Interactive Marketing, will talk about data-driven and consumer relationship marketing at The Coca-Cola Company. She will focus on how MyCokeRewards is using CRM (Internet and mobile) to establish a dialogue with its over 10 million members. Carol will also share how the Company has really up'd the ante on consumer targeted marketing in Japan as well as some additional mobile CRM efforts around the globe.</p>	<p>Wachovia Journey: From Service to Loyalty</p> <p><i>Speaker:</i> Lillian Murray <i>Vice President, Customer Experience</i> Wachovia</p> <p>Customer service is one of Wachovia's hallmarks and now has become a key part of how the company is differentiated in the financial services industry. For seven consecutive years, Wachovia has earned a No. 1 ranking in the prestigious American Customer Satisfaction Index -- along with a multitude of other customer service awards. But, satisfied customers are not enough. Wachovia wants to move customers from satisfied to loyal. High levels of customer loyalty translate into low levels of attrition, an ability to develop deeper relationships with existing customers, and a reputation that helps win new customers. The presenter, Lillian Murray of Wachovia, will talk about the value of customer loyalty, how Wachovia has built a customer-centric culture and the economic and reputational payoff</p>	<p>Panel Discussion: Tying Social Media to Bottom Line Performance</p> <p><i>Moderator:</i> Ginger Conlon <i>Editor-in-Chief</i> 1to1 Media</p> <p><i>Panelist:</i> Lincoln Barrett <i>Vice President, Global Consumer CRM</i> InterContinental Hotels Group</p> <p><i>Panelist:</i> Michael Thomas <i>Director, CRM & Social Media</i> Neighborhood America</p> <p><i>Panelist:</i> Brent Leary <i>Co-Founder</i> CRM Essentials</p> <p><i>Panelist:</i> Raj Choudhury <i>Vice President, Digital Services</i> Engauge Digital</p> <p>Attendees will learn how to:</p> <ul style="list-style-type: none"> • Select the best existing social media sites for your company to track or participate in • Launch and run your own online customer community • Gather and utilize customer insight from social media sites and activities • Tie mobile and email strategies to social media activities • Realize profitable returns from social media strategies

12:00 - **Lunch, Networking Break, Vendor Showcase**
1:15 pm

Customer Management Concurrent Sessions

Choose Track A, B or C

1:15
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2:00
pm

Track A: Bridgeview/Gardenview Chaired by CRMA	Track B: Ballroom A Chaired by DMA	Track C: Retreat of Dunwoody Chaired by BMA
<p>Real World Lead Management Heroes: How Acteva & Vindicia Supercharged Their Lead Generation in One Day</p> <p><i>Speaker:</i> Jon Miller <i>Vice President, Marketing Marketo</i></p> <p>If the key adjectives that describe your current lead management processes are “cumbersome” and “difficult”, we have good news. Successful marketers are making the switch to “easy” and “powerful” lead management in just one day without additional dedicated resources or IT support.</p> <p>In this “no questions barred” session, Jon Miller will share the inside scoop on how Acteva, the online registration and payments company, and Vindicia, an on-demand billing and fraud management solution for online merchants, were able to get up and running in less than a day, increase the volume of marketing programs by 300%, and generate a 100% improvement in conversion.</p> <p>This session will address hard hitting questions such as:</p> <ul style="list-style-type: none"> • What criteria did they use to select their marketing automation solution? • How were they able to get up and running quickly and painlessly? • What kinds of programs can they run now that weren’t possible before? • What kind of return on investment are they seeing? <p>If you are considering a marketing automation solution, be sure not to miss the real-world lessons from these two companies.</p>	<p>Marketing to the Customer Lifecycle: How Companies Increased Response Rates by 350%</p> <p><i>Speaker:</i> Scott Hornstein <i>Founder & President Hornstein Associates</i></p> <p>Marketing is out of sync with its customers and missing out on enormous opportunity. Currently driven by short-term measurement – what did we sell today – we create round after round of drive-by relationships. We value the quick hit.</p> <p>Customers, however, exist in a continuum, or lifecycle. They buy our product or service and then use it over time. During that time, they may have issues or need assistance, their needs may have changed. Most companies label this period of time “annoying”. In fact, should an existing customer raise their hand and say I have a question or a problem, we send them to the other side of the world.</p> <p>This session will give you the 5 lifecycle strategies that companies have used to increase response up to 350% and enhance long-term profitability. Case studies include ACE, IBM, AT&T and Pitney Bowes.</p> <p>During this session, you'll learn:</p> <ul style="list-style-type: none"> • How to source and integrate input from customers • How to use product life cycles to customize the message and timing • How to significantly increase your response and long-term profitability 	<p>Using Marketing Automation Software to Hold Sales Departments Accountable for Qualified Leads</p> <p><i>Speaker:</i> Geoff Rego <i>CEO & Co-Founder Market2Lead</i></p> <p>When lead-to-sales conversion ratios fail to meet expectations, a perennial debate rages between marketing and sales executives. Sales blames marketing for producing low-quality sales leads. Marketing blames sales for failing to act promptly on the leads marketing provides.</p> <p>Without transparency into the sales process, marketing executives lack the data they need to consolidate “marketing truth” and “sales truth” into a single business truth.</p> <p>This session will describe how marketing executives can use a well-designed, well-integrated marketing automation system to gain unprecedented visibility into what happens to leads sent to sales departments.</p> <p>The result can be new agreement between marketing and sales executives on the attributes of a qualified lead and on how quickly sales representatives will contact prospective customers. Ultimately, this enables higher lead-to-sales conversion ratios and ends the marketing/sales debate.</p>

Customer Management Concurrent Sessions

Choose Track A, B or C

2:00
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Track A: Bridgeview/Gardenvue Chaired by CRMA	Track B: Ballroom A Chaired by DMA	Track C: Retreat of Dunwoody Chaired by BMA
<p>Leveraging the Power of Social Media to Turbo-Charge Your Online Marketing Initiatives</p> <p><i>Speaker:</i> Lincoln Barrett <i>Vice President, Global Consumer CRM</i> InterContinental Hotels Group</p> <p style="text-align: center;">ABSTRACT PENDING</p>	<p>Case Study: CNN</p> <p><i>Speaker:</i> Adam Naide <i>Senior Director, Audience Experience</i> CNN</p> <p style="text-align: center;">ABSTRACT PENDING</p>	<p>How to Make Your Sales Team Happy: Best Practices in B2B Lead Management</p> <p><i>Speaker:</i> Jodi Florence <i>Director of Marketing</i> IDology</p> <p>At many companies, sales and marketing can barely get along, let alone work together as part of an integrated revenue pipeline. All too often, it seems that sales are from Mars, and marketing is from Venus. The Internet is making this problem worse, not better. The old days of mass marketing, big tradeshow, and buying lists don't work in a world where buyers use the web, search, and social media to take control of their buying process. Companies today meet prospective customers earlier in the buying cycle, and those customers want to engage with sales later than ever. The best marketers are finding ways to bridge the gap between the day marketing first generates a lead and the day that lead is ready for sales.</p> <p>In this session, Jodi Florence will share practical techniques for B2B lead management in the Internet age.</p> <p>Key takeaways will include how to:</p> <ul style="list-style-type: none"> • Convert online traffic into inquiries using targeted landing pages • Develop raw inquiries into sales-ready leads via relevant and personalized nurturing campaigns • Score leads to improve sales effectiveness by passing only qualified leads to sales • Arm your sales team with detailed information about prospect interests and activities • Track sales follow-up and recycle leads if necessary

Customer Management Concurrent Sessions

Choose Track A, B or C

3:15
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Track A: Bridgeview/Gardenvue Chaired by CRMA	Track B: Ballroom A Chaired by DMA	Track C: Retreat of Dunwoody Chaired by BMA
<p>Optimizing Agent Productivity with Desktop Integration</p> <p><i>Speaker:</i> Frances Carden <i>Founder</i> OpenSpan</p> <p>Learn how to improve your agent productivity and make an impact on your business today. Desktop integration allows you to scale quickly and realize rapid results using a highly iterative approach.</p> <p>You can provide return on investment (ROI) in weeks by changing the way your agents interact with their desktop every day.</p>	<p>Social CRM & Web 2.0</p> <p><i>Speaker:</i> Andy Mitchell <i>Senior Director, Product Management</i> Oracle</p> <p>Web 2.0 technologies have created a new richness in applications delivered over the web, giving birth to Social Applications that deliver business value in innovative ways.</p> <p>Oracle has combined the new capabilities in the Social Web 2.0 with Oracle's deep expertise in CRM to produce a suite of Social CRM applications. These new applications focus on individual user productivity, collaboration, and ease of use, delivering substantial benefits directly to the end users of the applications.</p> <p>Truly the next generation of CRM solutions is Social CRM; see why everyone is launching it, and if your organization is not, why you should be!</p>	<p>Three Strategies for Accelerating the Customer Centric Journey</p> <p><i>Speaker:</i> Tony Compton <i>Director, CRM Product Marketing</i> Infor</p> <p>The need for one-to-one marketing has never been more urgent. This urgency has been driven by economic conditions and competitive intensity; it can be addressed by using data analytics to generate customer insight. By deploying real-time data updates, then using insight from that data to build valuable customer interactions across multi-channel touch points, a company can truly say it is traveling toward a one-to-one future.</p> <p>During this session, Tony Compton will review the steps necessary to design the Customer Experience, and will also discuss how to apply three strategies for accelerating the customer-centric journey to:</p> <ul style="list-style-type: none"> ▪ Achieve customer insight through real-time analytics ▪ Increase customer value through continuous customer dialogue ▪ Integrate multichannel touch points

Customer Management Concurrent Sessions

Choose Track A, B or C

4:00
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Track A: Bridgeview/Gardenview Chaired by CRMA	Track B: Ballroom A Chaired by DMA	Track C: Retreat of Dunwoody Chaired by BMA
<p>Taking Your CRM Strategy Mobile</p> <p><i>Speaker:</i> Matt Roth <i>Director, Strategy & Mobile Marketing</i> Studiocom</p> <p>eMarketer projects that the global market for ad-supported mobile messaging will rise to \$12 billion by 2011. Further, recent reports suggest that mobile CRM will encompass 20% of total CRM revenues by 2010. With the rise of the third screen, which provides the most personal messaging to date, and its rapid consumption across all demographics and rising nations, smart marketers are scrambling to develop effective mobile CRM campaigns that build brands by fostering dialogue, driving response and boosting participation.</p> <p>During this session, Matt Roth will discuss what works and doesn't, and how brands are leveraging the popularity of mobile messaging to cultivate loyalty, customer acquisition and retention.</p> <p>Discussion topics will include:</p> <ul style="list-style-type: none"> ▪ Using Mobile to extend your reach; increase your touch; boost your ROI ▪ Delivering a personalized experience ▪ Push vs. Pull: Determining what's right for your brand ▪ The iPhone phenomenon: And why it matters ▪ Six keys to a successful Mobile CRM strategy ▪ The future of Mobile CRM 	<p>Tracking Social Media ROI – It Works!</p> <p><i>Speaker:</i> David Cummings <i>CEO</i> Pardot</p> <p>Social media is fundamentally changing the way business gets done. With 90% of technology buying starting on search engines, it is imperative to have a social media strategy including participation in blogs, social networks, and other online conversations. Learn how to track ROI for your social media investments and maximize your effectiveness. Social media works and is a powerful force.</p>	<p>Are All Clicks Created Equal?</p> <p><i>Speaker:</i> Lisa Cramer <i>Chief Sales & Marketing Officer</i> FirstWave</p> <p>In the age of the Internet, where all clicks are NOT created equal, lead scoring has become crucial for marketers. Leads must be scored and prioritized for appropriate action. Otherwise, you'll be wasting, time, effort and your budget. Today, leads flow to Marketing from ever-increasing online sources—email campaigns, the company website, Google AdWords and Google searches, Webinar, online advertising, blogs and virtual trade shows—as well as from traditional marketing activities such as print ads, direct mail, trade shows and networking.</p> <p>Automated lead scoring and prioritization is the key. Spreadsheets and calculators simply will not do the job, given the volume of leads and the varying sources and interactions. Marketers simply do not have time to crunch numbers as well as craft innovative campaigns with compelling messages and eye-catching images.</p> <p>Implementing a lead management system within your organization enables Marketing to evaluate and score every lead's interaction (online and offline) with your company. Based on this behavior, the system automatically prioritizes the lead to determine the most appropriate next step to move the lead through the buying cycle.</p>
<p>4:45 Vendor Showcase, Networking & Cocktails</p>		

Day2 Wednesday

August 27, 2008 | Conference Sessions



8:00 – 9:00am **Keynote Session: CRM 2.0: What the Hell is it Anyway!?**

Speaker:

Paul Greenberg

Author, CRM at the Speed of Light: Essential Customer Strategies for the 21st Century Founder, the 56 Group, LLC

Customer Management Concurrent Sessions

Choose Track A, B or C

	Track A: Bridgeview/Gardenview Chaired by the CRMA	Track B: Ballroom A Chaired by the DMA	Track C: Retreat of Dunwoody Chaired by the BMA
9:15 – 10:00 am	<p>Unified Communications for the Contact Center <i>Speaker:</i> Raun Kilgo <i>Director, Product Management</i> Aspect Software It's a new age. Is your contact center ready for it? Unified communications for the contact center streamlines and enhances customer-facing business processes with complete visibility and control – and enables businesses to seamlessly extend those processes beyond the contact center. According to a recent study, more than 10% of customer enquiries require input from someone from outside the contact center to be resolved. The thing to remember is that unified communications is not a single solution provided by a single vendor – it's a way of approaching how communications capabilities, whether residing in the contact center or the larger enterprise, can help streamline processes to achieve business goals. There are, however, attributes that organizations can look for – and in fact should demand – from their technology partners to ensure the success of their unified communications strategy, including standards-based, IT-ready solutions. Attendees will learn about what unified communications can do for first call resolution rates and customer satisfaction, and learn why a unified contact center approach is the best way to achieve unified communications strategies.</p>	<p>Panel Discussion: Preparing for CRM in Government <i>Moderator:</i> Dona Cage <i>Managing Partner</i> Turnkey Solutions, LLC <i>Panelist:</i> Debra Henson <i>Assistant Commissioner, Department of Watershed Management</i> City of Atlanta, Georgia <i>Panelist:</i> Kristin Howlett <i>Director, Business Process Improvement</i> DeKalb County, Georgia <i>Panelist:</i> Dwayne Campbell <i>CRM Account Manager</i> Mecklenburg County Charlotte, North Carolina CRM implementations can be risky and horror stories of failed implementations, missed timelines and budget overruns abound. One critical area where issues can arise when implementing CRM is in the re-engineering of processes in preparation for the implementation. Implementing a new CRM implies, almost by definition, changing the culture of the way business is done. This can be particularly challenging in government entities where standard processes and ways of doing business are cemented in place to form the bridge between administrations. In cases where management is wise enough and tough enough to stick to their guns, however, the benefits far outweigh</p>	<p>Panel Discussion: Tangible ROI from Establishing a Successful Customer Intelligence Ecosystem <i>Moderator:</i> Leslie Ament <i>Managing Partner</i> Hypatia Research, LLC <i>Panelist:</i> Catherine Pederson <i>Director, Product Marketing</i> Dun & Bradstreet <i>Panelist:</i> Peter Coffee <i>Director, Competitive Intelligence</i> Salesforce.com <i>Panelist:</i> John Timmerman <i>Director, Product Marketing</i> Teradata <i>Panelist:</i> Chris Williams <i>VP, Client & Technical Services</i> Experian In this interactive panel discussion, attendees will learn the following: <ul style="list-style-type: none"> • How to establish a common definition for "Customer Intelligence Ecosystem" • Why Business Intelligence & CRM initiatives are converging • The real benefits for companies adopting Customer Intelligence Ecosystems • How Customer Intelligence Ecosystems improve customer profitability • Tips to gain organizational buy-in; business case rationalization • Lessons from real-world customer intelligence deployments </p>

Day2 Wednesday

August 27, 2008 | Breakout Sessions

Customer Management Concurrent Sessions

Choose Track A, B or C

10:15
-11:00

Track A: Brideview/Gardenview Chaired by the CRMA	Track B: Ballroom A Chaired by the DMA	Track C: Retreat of Dunwoody Chaired by the BMA
<p>Session by Profiling Solutions</p> <p><i>Speaker:</i> Ron Fisher <i>President</i> Profiling Solutions</p> <p>ABSTRACT PENDING</p>	<p>From Technology to Strategy: A Billion Dollar Charity Shift to Truly Building Constituent Strategies</p> <p><i>Speaker:</i> Angie Moore <i>Managing Director, CRM</i> American Cancer Society</p> <p>The American Cancer Society's (ACS) evolution from its focus on the deployment and adoption of the necessary CRM tools to a true focus on how our marketing and communication strategies can build long-term, mutually beneficial constituent relationships.</p> <p>The success of the ACS in its fight against cancer has been made possible through the people it serves and the people who support the mission. And while there has always been a focus on critical relationships to ensure the rapid pursuit of mission, the organization proclaimed in 2000 to become a constituent-focused organization and deploy the tools, processes and strategies to practice CRM effectively.</p> <p>This session will reveal how the Society took those "post technology-focused" steps and how they are building integrated communication strategies and a constituent-based planning process to ensure long-term and loyal relationships with survivors, patients, donors and volunteers.</p>	<p>Digital Body Language: Deciphering Customer Intention in an Online World</p> <p><i>Speaker:</i> Jim Williams <i>Director, Field Marketing</i> Eloqua</p> <p>This session discusses how today's fastest growing businesses have embraced the Web as a platform and are using its strengths to connect them with prospective buyers. In addition to positioning their corporate websites as portals of relevant content, smart marketers are also transforming their sales and marketing processes to take advantage of the behavioral information that the Web provides. This online behavior - website visits, white paper downloads, email responses and more - can help businesses quickly identify buyers that are raising their hands to show interest in their solution. It is a new "Digital Body Language" that must be captured, interpreted and responded to.</p>

Customer Management Concurrent Sessions

Choose Track A, B or C

	Track A: Bridgeview/Gardenview Chaired by the CRMA	Track B: Ballroom A Chaired by the DMA	Track C: Retreat of Dunwoody Chaired by the BMA
11:15 – 12:00 pm	<p>Why Open Source is Critical to Your Enterprise CRM Strategy?</p> <p><i>Speaker:</i> David Gearhardt <i>Regional Vice President, Sales SugarCRM</i></p> <p>Open Source has been widely adopted by most large enterprises for infrastructure and security applications, but there are several reasons why every company should consider open source CRM for their enterprise CRM strategy. Learn what commercial open source CRM is all about, and how it is quickly becoming the buzz word within sales, service, and marketing departments</p>	<p>Psychology: The Blueprint for Outstanding Digital Experiences</p> <p><i>Speaker:</i> Melissa Read, PhD <i>Vice President, Research and Information Engauge Digital</i></p> <p>Customers are great at telling us what they want. But, they're not always good at telling us what they need. The best designs are born not only of what people say, but of the psychological underpinnings that guide what they do.</p> <p>This is a fun and interactive presentation on the psychology of interactive design. You'll come away with "tricks of the trade" you can use to:</p> <ol style="list-style-type: none"> 1. Inspire customers to buy your products & services 2. Connect and effectively communicate with a diverse customer base 3. Enhance brand perception & experience 	<p>When Hot's Not: Lead Scoring that Drives Revenue</p> <p><i>Speaker:</i> Scott Voigt <i>Vice President, Product Marketing Silverpop</i></p> <p>The question of what is "hot" when it comes to sales leads is always a much-debated topic. This educational session will outline the various dimensions of information you must gather from prospects in order to organize and qualify sales leads into a logical ranking. Lead scoring techniques help marketing departments ensure the leads they pass on to the sales team are actually interested and ready to buy. Discover how to implement a lead scoring system that can substantially improve demand generation activities and provide increased revenue for the company.</p>

12:00 – 1:15pm Lunch, Networking Break, Vendor Showcase

1:15 – 2:15pm Conference Keynote: Moments Matter! Building a Culture that Empowers Employees, Benefits Customers, and Creates Loyalty Inside and Out

Speaker:

Pete Winemiller

Vice President, Guest Relations

NBA Seattle Supersonics/WNBA Seattle Storm

2006 1to1 Magazine Customer Champion

People don't remember days, they remember moments – Moments Matter! Your verbal and nonverbal communication with customers can make or break consumer loyalty in a split second. That is because customers think more about their experiences with people than they do about products and services. Research shows retaining a consumer or sending him/her off to the competition comes down to the sum of countless interactions between customer and employee.

Pete Winemiller is charged with creating repeat customers (referred to by the organization as "Guests") in a business environment where you cannot control the level of success on the basketball court (the purchased product), but you can control what happens in the stands (the customer experience). Recently Pete was honored as a "Customer Champion" executive by 1to1 Magazine.

During this keynote session, Pete Winemiller will discuss how to:

- Feel the power of thinking big & ACTING SMALL
- Learn to design and maintain a culture of problem-solving
- Commit to telling the story that your front-line staff dictates your bottom-line cash
- Believe you can treat all of your customers differently, just as long as you treat all of them well
- Define FUN as Fully Understanding Nonsense™...Loosen-Up!

2:15 – 2:30pm Afternoon Networking Break, Vendor Showcase

Customer Management Concurrent Sessions

Choose Track A, B or C

2:30 -
3:15
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Track A: Bridgeview/Gardenvue Chaired by the CRMA	Track B: Ballroom A Chaired by the DMA	Track C: Retreat of Dunwoody Chaired by the BMA
<p>Doing More with Less: Delivering on the Promise of CRM at the Point of Contact</p> <p>Speaker: Neil Crane <i>Director, Product Development Cicero, Inc.</i></p> <p>Talking about 'Customer Satisfaction' is not enough in today's competitive world. A satisfied customer is just that – satisfied. They are neither delighted nor disgusted, just neutral. Neutral customers do not particularly help or hinder your business. However, elevating the customer experience is about delighting the customer and turning them into ambassadors for your company. Delighted customers buy more and share their service experiences with people they know.</p> <p>The challenge is how to delight your customers and elevate their experience by delivering on the promise of CRM without increasing costs. In short, it is about doing more with less. During this session, Neil Crane will discuss the benefits of elevating the customer experience by focusing on how to do more with less. More specifically, attendees will be able to:</p> <ul style="list-style-type: none"> • Describe the differences between customer satisfaction and customer experience. • Identify ways you can elevate the customer experience and build customer relationships at the point of contact. • Describe what it means to "do more with less" with your CRM strategy • Outline steps that you can take to empower agents 	<p>Customer Dynamics: Capturing the Power of Key Customer Interactions</p> <p>Speaker: Karl Sharicz <i>Manager, Customer Loyalty and Retention SimplexGrinnell</i></p> <p>Speaker: Dr. Carol Sharicz, PhD <i>Associate Professor of Adult & Organizational Learning Suffolk University</i></p> <p>In this interactive session Dr. Carol Ann Zulauf and Mr. Karl Sharicz will discuss the inextricable links between behaviors and patterns of interactions within organizations and the customers they serve. These key organizational dynamics do not only influence how internal decisions are made. They ultimately affect customer responses and behaviors, which directly correlates to organization success or failure. Valuable insights gained from customer feedback systems, whether formalized or not, often breakdown within the web of personal interactions and organizational culture. Recognizing where these breakdowns occur and implementing an integral action management system will lead organizations toward the kinds of employee-customer engagements that define real change, organizational success, and ultimately those much sought after elements of customer loyalty and advocacy.</p>	<p>Panel Discussion: Best Practices in Demand Generation</p> <p>Moderator: Jeff Pedowitz <i>CEO The Pedowitz Group</i></p> <p>Panelist: Jim Williams <i>Director, Field Marketing Eloqua</i></p> <p>Panelist: Lisa Cramer <i>Chief Marketing & Sales Officer FirstWave</i></p> <p>Panelist: Geoff Rego <i>CEO & Co-Founder Market2Lead</i></p> <p>Panelist: Jon Miller <i>Vice President, Marketing Marketo</i></p> <p>Panelist: Scott Voigt <i>Vice President, Product Marketing Silverpop</i></p> <p>What is the difference between driving leads to the top of the funnel and through the funnel? How are today's leading marketing organizations creating value for their companies and building sustainable revenue streams? How does technology play a key role in enabling a new kind of marketing – one that is scalable, effective and has a significant revenue impact on the company? Join leading experts as they share best practices on what marketers should be doing to develop leads that sales will accept, drive revenue for their company, and truly be accountable for results that matter. This is an interactive session where you will be allowed to quiz the panel on their expertise, network with your peers, and gain key insights you won't find anywhere else.</p>

Customer Management Concurrent Sessions

Choose Track A, B or C

3:30 -
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pm

Track A: Bridgeview/Gardenview Chaired by the CRMA	Track B: Ballroom A Chaired by the DMA	Track C: Retreat of Dunwoody Chaired by the BMA
<p>What Drives Customer Satisfaction & Leveraging Quality Assurance Programs to Improve Customer Satisfaction</p> <p><i>Speaker:</i> Ashish Bisaria <i>Vice President, Operations</i> Cbeyond</p> <p>The session will help the audience understand what really drives CSAT and how a company can go about defining that. The second challenge is once defined, how can the company measure CSAT on a regular basis and identify opportunities that will help them improve and drive better CSAT.</p>	<p>Case Study: Arthritis Foundation</p> <p><i>Speaker:</i> Marla Davidson <i>Executive Vice President, Strategy Development & CIO</i> Arthritis Foundation</p> <p style="text-align: center;">ABSTRACT PENDING</p>	<p>The Future of High Performance Customer-Centric Enterprises</p> <p><i>Speaker:</i> Om Kundu <i>Strategy, Analytic & Innovation Executive</i></p> <p>We will discuss what High-Performance Customer-centric Enterprises of the future will increasingly look like. The dialogue will be guided by emerging <i>best practices</i> for driving business process transformations that have successfully translated CRM thought-leadership into materially significant business wins in global enterprises:</p> <ol style="list-style-type: none"> 1. The road from 360° views of the Customer to 720° views of Competitive Market-dynamics 2. Evolving Customer Intelligence into <i>Business Process Transformation</i> 3. Getting your Technology, Data, & Analytics architecture in shape for Enterprise-wide Implementation 4. The Leadership & Human Capital DNA that will ultimately drive high-performing customer-centric enterprises

Customer Management Concurrent Sessions

Choose Track A, B or C

4:15 -
5:00
pm

Track A: Bridgeview/Gardenview Chaired by CRMA	Track B: Ballroom A Chaired by the DMA	Track C: Retreat of Duwoody Chaired by the BMA
<p>Panel Discussion: Careers in CRM</p> <p>Discussion Topics:</p> <ul style="list-style-type: none"> • Careers in CRM Training & Education • Careers in CRM Consulting & Technology • Careers in CRM Strategy <p>Moderator: Georgia Taylor-Moore <i>Director, Business Development</i> myCRM, LLC</p> <p>Panelist: Jeff Tanner <i>Associate Dean of Research</i> Baylor University</p> <p>Panelist: Bruce Culbert <i>Chief Executive Officer</i> myCRM, LLC & iSymmetry</p> <p>Panelist: Paul Greenberg <i>Author</i> CRM at the Speed of Light: Essential Customer Strategies for the 21st Century <i>Founder</i> The 56, Group</p>	<p>Finding & Leveraging the 7 Secrets to Email Marketing</p> <p>Speaker: Simms Jenkins <i>Chief Executive Officer</i> BrightWave Marketing</p> <p>Simms Jenkins, CEO of award-winning email marketing services firm, BrightWave Marketing and Author of <i>The Truth About Email Marketing</i>, will address key areas to a successful email marketing program and provide actionable recommendations that can be tested and implemented regardless of your budget and resources. Attendees will get a sense of what truly can make a difference in engaging recipients and providing more value for your email campaigns. Jenkins is a renowned speaker and runs one of the top email marketing agencies in the country. Expect to walk away with a renewed passion and path for taking your email program to the next level.</p>	<p>Measuring the Success of Your CRM Program</p> <p>Speaker: Doug Jones <i>Principal</i> North Highland</p> <p>Speaker: Michael Perla <i>Principal</i> North Highland</p> <p>Speaker: Warren Shiver <i>Principal</i> North Highland</p> <p>Even the most worthwhile CRM programs often fall short when providing concrete measurement of their impact to the business and customers. Winning CRM programs are based upon sound hypothesis and ability to measure results.</p> <ol style="list-style-type: none"> 1. Define a measurement strategy for a CRM strategy and program 2. Learn the critical success factors to implementing pragmatic CRM KPIs/Metrics 3. Understand the key quantitative and qualitative metrics 4. Learn how to measure, report and manage to these metrics 5. Understand examples of companies that have adopted these metrics and how to apply them at your organization

5:00 – 5:15pm Final Remarks & Conference Close

Art Hall

President, Atlanta Chapter

Customer Relationship Management Association (CRMA)

Barry Mirkin

President, Atlanta Chapter

Business Marketing Association (BMA)

Alex Marchetti

President, Atlanta Chapter

Direct Marketing Association (DMA)