

Spring 2008 Customer Reference Forum

Agenda

Monday evening, February 18

7:00 – 8:30 pm	Networking reception (plenty of food!)	Horizon Room
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Tuesday, February 19

7:30 am	Continental Breakfast		Empire Room
8:30 am	Introduction, Survey Results and Power Networking Bill Lee, President, Customer Reference Forum		Empire Room
9:15 am	KEYNOTE: Uncovering the Hidden Impact of Customer Referrals on Profitability by Prof. V Kumar, ING Chair Professor in Marketing, and Executive Director, ING Center for Financial Services, School of Business, University of Connecticut, and Chairman & CEO, IMC International		Empire Room
10:05 am	Book Signing by Prof. V Kumar		Lobby
10:45 am	CASE STUDY ON METRICS: How Intel's Reference Program Gained a Seat at Sales and Marketing's Executive Table by Rhett Livengood, Chief Reference Officer, Intel Corporation		Empire Room
11:45 am	Networking Lunch		Horizon Room
1:00 pm	Panel: Swimming the Channel: How Reference Programs Leverage their Partner Ecosystems led by Bart Preecs, Washburn Communication Panelists: Tami Andrews, Dell, Mark Ferrone, Cisco, Terry Holberton, CA, Becky Roberts, Genesys		Empire Room
TRACKS			
	Established CR Programs		Just Getting Started
2:00 pm	Empire Room Peer Exchange: Addressing Critical Issues in CR Management for Experienced Reference Managers by Bill Lee, Customer Reference Forum	Claremont Room From 0 to 60: How Qwest Launched a High Impact Reference Program Fast by Tom Robson, Qwest Communications	
15 min	Refreshments and Networking Break		Claremont Room
3:05 pm	Empire Room Peer Exchange, continued	Claremont Room 4 Key Issues Your New Program Must Address by Colleen Padnos, Big Sky, Beth Mastre, Boulder Logic, Robin Hamilton, inEvidence, Amir Hartman, Mainstay, Caroline Thomas, Metia, Darren Smith, Point of Reference, Erica Hansen, Projectline Services, Lisa Hoesel, References-Online	
4:00- 5:30pm	Sponsor Fair & Cocktail Reception		Horizon Room

Agenda - continued

Wednesday, February 20

7:30 am	Continental Breakfast		<i>Empire Room</i>
	DEEP DIVE BREAKOUT SESSIONS		
8:30 am	<p>TBD</p> <p>Managing References as a Product: Wind the Race with Reference Assets by Howard Gross, Client Reference Manager, Alcatel-Lucent</p>	<p style="text-align: right;">TBD</p> <p>How SAP is Developing a "Right Reference at the Right Time" Reference Management System by Scott Acheson, Senior Manager, Global Marketing, SAP</p>	
15 min	Refreshments and Networking Break		<i>Empire Room</i>
10:05 am	<p>TBD</p> <p>Using Podcasts and Social Media to Market and Enhance a Reference Program by Paolo Tosolini, Microsoft and Eric Larson, Projectline Services</p>	<p style="text-align: right;">TBD</p> <p>Discovering Real ROI with Customer Reference Programs by Susan Schneider and Eddie Miller, Big Sky Communications</p>	
11:45 pm	Networking Lunch		<i>Horizon Room</i>
11:45 pm	Metrics SIG Lunch		<i>Panorama Room</i>
1:00 pm	<p>Engaging Customers Online: How Oracle is Embracing the New Channel for Customer Collaboration by Dian Thompson, Sr. Director, Global Customer Programs, Oracle</p>		<i>Empire Room</i>
2:00 pm	<p>Been There, Done That: What Really Matters in Reference Management by Wayne Fenstermacher, Unisys Corp.</p>		<i>Empire Room</i>
15 min	Refreshments and Networking Break		<i>Empire Room</i>
3:05 pm	ASK THE AUDIENCE		<i>Empire Room</i>
4:00-4:20 pm	Final Remarks and Forum Close		<i>Empire Room</i>