

# AGENDA AT A GLANCE

Agenda correct as of 28 May 2013

## WEDNESDAY 5 JUNE

At the Summit, please refer to the agenda in the event guide provided, for the most up to date session and location information

07:30 – 20:00	Registration, Information and Refreshments					
08:00 – 08:45	Meet and Greet in the Solution Showcase					
09:00 – 10:00	<b>Gartner Keynote: Understand, Engage, Deliver: Earning Customers for Life</b> <i>Gene Alvarez, Jim Davies and Ed Thompson</i>					
10:15 – 11:00	Refreshment Break in the Solution Showcase				<b>10:10 – 10:40</b> Tutorial: 90 Seconds or Bust: Sponsor Snapshot <i>Michael Maoz</i>	
10:45 – 11:00	<b>Presentation of the Gartner and 1to1 Media CRM Excellence Awards</b>					
11:00 – 11:30	Panel Discussion: CRM Success Through Better Customer Understanding, Engagement and Delivery <i>Jamie Anderson, SAP, Jesper Søgaard, NETS and Jenny Sussin, Gartner</i>					
11:30 – 12:30	<b>Guest Keynote: Concrete Customer Connection in a Complex, Fast-Changing World</b> <i>Professor Eddie Obeng, Author, Innovator, Educator</i>					
12:30 – 14:00	Lunch in the Solution Showcase		<b>12:45 – 13:00</b> Magic Quadrant for Master Data Management of Customer Data Solutions <i>Bill O'Kane</i>		<b>13:05 – 13:25</b> Vendor Theatre Session: Microsoft Dynamics CRM: Success Your Way <i>David Brown, Microsoft Dynamics CRM Lead – EMEA &amp; LATAM, Microsoft</i>	<b>13:30 – 13:50</b> Vendor Theatre Session: Multichannel Customer Engagement: From Chaos to Harmony <i>Ashu Roy, CEO, eGain</i>
			<b>13:00 – 13:30 Ideas Exchange: An Interesting Segment of Customers That You Discovered or Heard of</b> <i>Moderators: Gareth Herschel, Gartner and Atilla Bayrak, Akbank, Winner of the Customer Analytics Category of the Gartner and 1to1 Media CRM Excellence Awards</i>			
	<b>A</b> CRM Foundations	<b>B</b> Sales	<b>C</b> Marketing	<b>D</b> Customer Service	<b>E</b> Customer Experience	<b>Interactive Sessions</b>
14:00 – 15:00	Establishing a Vision and Strategy <i>Scott Nelson</i>	Mobile, Social, Cloud, and Big Data Power the Future of Sales <i>Patrick Stakenas</i>	Applying Pace Layers to Integrated Marketing Management <i>Kim Collins</i>	The Next Generation of Customer Engagement <i>Michael Maoz</i>	Customer Experience is the Next Competitive Frontier <i>Partha Iyengar and Ed Thompson</i>	<b>14:00 – 15:45</b> Workshop: Contract Negotiation Clinic: Software as a Service <i>Moderated by Alexa Bona</i>
15:15 – 15:45	Solution Provider Sessions: The Many Ways to Get Closer <i>Matthew Storm, Director of Innovation and Solutions, NICE Systems</i>		How NETS is Improving Customer Service While Lifting Productivity <i>Jesper Søgaard, Enterprise Architect, NETS on behalf of SAP</i>			
15:45 – 16:15	Refreshment Break in the Solution Showcase					
	<b>15:45 – 16:15 Ideas Exchange: How Does Our Social Media Strategy Affect Our Customers?</b> <i>Moderators: Jenny Sussin, Gartner and Kina Demirel and Selcan Yavuz, Migros T.A.S., Winner of the Social and Mobile Category of the Gartner and 1to1 Media CRM Excellence Awards</i>					
16:15 – 17:15	Embrace Organizational, Cultural and Technological Change <i>Scott Nelson</i>	Sales Effectiveness Analytics Helps Optimize the Customer Facing Selling Process <i>Praveen Sengar</i>	Contextual Marketing on a 2" Screen <i>Adam Sarner</i>	Move Over Web, Here Comes Video Customer Service <i>Johan Jacobs</i>	Best Practices for Negotiating with Microsoft, Oracle, Salesforce.com and SAP <i>Alexa Bona</i>	<b>16:15 – 18:00</b> Workshop: Assessing Your Customer Experience Capability <i>Moderated by Partha Iyengar</i>
17:30 – 18:00	To the Point: Customer Analytics 2020: Moving Beyond Traditional Metrics <i>Gareth Herschel</i>	To the Point: Supercharging the Sales Organization with Sales Performance Management <i>Patrick Stakenas</i>	To the Point: The Future of Marketing is Data-Driven <i>Kim Collins</i>	To the Point: Is Mobile Customer Service Right For You? <i>Johan Jacobs</i>	To the Point: Top 10 Mistakes in User Experience (UX) Design Projects <i>Gene Alvarez</i>	
18:00 – 20:00	Networking Reception in the Solution Showcase					

## THURSDAY 6 JUNE

08:00 – 16:45	Registration, Information and Refreshments					
08:00 – 09:00	Turning Mobile Innovation into Business Value <i>Nick Jones</i>	Move Lead Management from Good to Great to Maximize Revenue <i>Patrick Stakenas</i>	Multi-Channel Campaign Management: A Digital Transformation <i>Adam Sarner</i>	Getting it Done: Social Customer Service in Action <i>Jenny Sussin</i>	Voice of the Customer: Listen, Learn and Leverage <i>Jim Davies</i>	<b>08:30 – 10:15</b> Workshop: Catharsis, Compromise and Collaboration: Bridging the Divide Between Marketing and IT <i>Moderated by Kim Collins</i>
09:15 – 10:15	Case Study: TYME and Mobile Money: Combining Next Generation Mobile Technology and CRM to Create a Single View FOR the Customer <i>Rolf Eichweber, Director and Chief Operating Officer, Tyme Capital and Scott Nelson, Gartner</i>	Case Study: Tyco: Driving Productivity, Profitability, and Customer Satisfaction through a CPQ <i>Daryl Haga, Director, Global Center of Excellence, Tyco and Praveen Sengar, Gartner</i>	Case Study: RBS Group: Customers Don't Want Personalisation, They Want Simple <i>Giles Richardson, Digital Data and Analytics Manager, RBS Group</i>	Case Study: Barclays <i>Katie Downs, Speech Solutions Performance Partner, UK Retail and Business Banking, Barclays and Jim Davies, Gartner</i>	Case Study: Hilti: Using Voice of the Customer Programs to Improve Customer Loyalty <i>Steffen Mueller, Vice President Corporate Market Research, Hilti Corporation and Ed Thompson, Gartner</i>	
10:15 – 10:45	Refreshment Break in the Solution Showcase					
	<b>10:15 – 10:45 Ideas Exchange: Sales Force Effectiveness - The Impact Mobile, Social, Big Data and the Cloud are Having on the Sales Force</b> <i>Moderators: Patrick Stakenas, Gartner and Dr. Michael Löffler, Porsche AG, Winner of the Sales Force Effectiveness Category of the Gartner and 1to1 Media CRM Excellence Awards</i>					
10:45 – 11:45	The Clash of the CRM Mega-Vendors <i>Ed Thompson</i>	Social for Sales Day Is Coming <i>Jenny Sussin</i>	Optimizing Marketing Performance <i>Kim Collins</i>	What's the Big Deal with Big Data for Customer Service? <i>Gareth Herschel and Michael Maoz</i>	Why Do My Customers Hate My App? <i>Nick Jones</i>	<b>11:00 – 12:30</b> Workshop: Why Are Customers Not Using Your Online Self Services? <i>Moderated by Johan Jacobs</i>
12:00 – 12:30	Solution Provider Sessions: Real World Customer Experience — How Lines of Business Come Together <i>Arvinth Balakrishnan, Vice President, CX Applications Group, Oracle</i>		Driving the Promise of CRM with the Nexus of Forces <i>Anthone Withers, Director of Worldwide Business Process as a Service (BPaaS), HP and Brendan Keogh-Smith, CRM Project Manager, International Tennis Federation</i>			
12:30 – 13:30	Lunch in the Solution Showcase		<b>12:45 – 13:00</b> Magic Quadrant for Social CRM <i>Jenny Sussin</i>		<b>13:05 – 13:25</b> Vendor Theatre Session: Empowering Everywhere: Rising to the Multichannel Challenge <i>Sam Lakkundi, Chief Mobile Officer, Kony</i>	
			<b>12:45 – 13:15 Ideas Exchange: Adopting Net Promoter to Drive Customer Satisfaction and Loyalty</b> <i>Moderators: Jim Davies, Gartner and Bartosz Gott, Orange Polska, Winner of the Customer Experience Category of the Gartner and 1to1 Media CRM Excellence Awards</i>			
13:30 – 14:30	The Single View of the Customer: Fact or Fantasy? <i>Bill O'Kane</i>	A Vision for Ecommerce — and the Trends That Will Shape Your Strategy <i>Gene Alvarez</i>	What's Next for Social Marketing? <i>Adam Sarner</i>	Customer Service Metrics: What, Why and How <i>Gareth Herschel</i>	Creating a Customer Experience Centric Organization and Skill Set <i>Partha Iyengar</i>	<b>13:30 – 15:00</b> Workshop: Impact of Gamification on Sales <i>Moderated by Patrick Stakenas</i>
14:45 – 15:15	To the Point: How Different Could Your Organization be in 2020? <i>Scott Nelson</i>	To the Point: Empowering Sales People With Mobile Sales Applications Anytime, Anywhere <i>Gene Alvarez</i>	To the Point: Web Analytics: Its Expanding Scope and Significance <i>Gareth Herschel</i>	To the Point: Optimizing the Contact Center Workforce: The Key Service Experience Influencers <i>Jim Davies</i>	To the Point: Real Use of Social to Improve the Customer Experience <i>Jenny Sussin</i>	
15:15 – 15:45	Refreshment Break in the Solution Showcase					
	<b>15:15 – 15:45 Ideas Exchange: One to One Marketing in the Era of 'Big Data'</b> <i>Moderators: Kim Collins, Gartner and Yiannis Tsiliras, Cosmote, Winner of the Integrated Marketing, Category of the Gartner and 1to1 Media CRM Excellence Awards</i>					
15:45 – 16:30	<b>Closing Guest Keynote: The Branding Strategies That Will Create Customers for Life</b> <i>Robin Wight, Advertising and Branding Expert</i>					
16:30 – 16:45	<b>Closing Remarks</b> <i>Jim Davies</i>					