

## AGENDA AT A GLANCE

Agenda as of February 11, 2013, and subject to change

### TUESDAY, APRIL 30

3:00 p.m.	Registration				
3:30 p.m.	<b>BC1.</b> Boot Camp: Who Cares About CRM in Your Organization? (3:30 – 3:50 p.m.)	<b>BC2.</b> Boot Camp: The Eight Building Blocks of CRM (3:50 – 4:10 p.m.)	<b>BC3.</b> Boot Camp: Demystifying CRM Terminology — A Definition of Terms (4:10 – 4:30 p.m.)		
4:45 p.m.	<b>BC4.</b> Boot Camp: Why Invest in CRM? (4:45 – 5:05 p.m.)	<b>BC5.</b> Boot Camp: Hot Trends in CRM (5:05 – 5:25 p.m.)	<b>BC6.</b> Boot Camp: The Elusive CRM Magic Quadrant (5:25 – 5:45 p.m.)		

### WEDNESDAY, MAY 1

7:00 a.m.	Registration				
7:00 a.m.	<b>Fast Forward: CRM Solutions in 60 Seconds — Breakfast With the Sponsors</b>				
8:30 a.m.	<b>K1. Gartner Opening Keynote Understand, Engage, Deliver: Earning Customers for Life</b> <i>Gene Alvarez, Vice President and Conference Chair; Jim Davies, Director; Ed Thompson, Vice President</i> <b>Presentation of 2013 Gartner and 1to1 Media CRM Excellence Awards</b>				
	<b>Track A</b> Delivering Great Customer Experiences	<b>Track B</b> Enabling Great Customer Service and Support	<b>Track C</b> Engaging Customers Through Marketing	<b>Track D</b> Increasing Sales Effectiveness	<b>Track E</b> Creating a CRM Vision and Strategy
10:15 a.m.	<b>A1.</b> Customer Experience Is the Next Competitive Frontier <i>Partha Iyengar, Ed Thompson</i>	<b>B1.</b> The Next Generation of Customer Engagement <i>Michael Maoz</i>	<b>C1.</b> Optimizing Marketing Performance <i>Kimberly Collins</i>	<b>D1.</b> Mobile, Social, Cloud and Analytics Power the Future of Sales <i>Robert P. Desisto</i>	<b>E1.</b> How Different Could Your Firm Be in 2020? <i>Scott D. Nelson</i>
11:30 a.m.	<b>K2. Guest Keynote The Art of Vision</b> <i>Erik Wahl, Graffiti Artist, Author, Entrepreneur and Philanthropist</i>				
12:30 p.m.	Networking Lunch and Solution Showcase				
2:15 p.m.	<b>W1.</b> Workshop: Setting the Customer Analytic Strategy <i>Gareth Herschel</i>	<b>W2.</b> Workshop: Uncover Hidden Profits With Price Optimization and Configure, Price and Quote (CPQ) Technology <i>Chris Fletcher</i>			
2:30 p.m.	<b>A2.</b> Creating a CX-centric Organization and Skill Set <i>Partha Iyengar</i>	<b>B2.</b> Getting It Done: Social Customer Service in Action <i>Jenny Sussin</i>	<b>C2.</b> Applying Pace Layers to Integrated Marketing Management <i>Kimberly Collins</i>	<b>D2.</b> Using Sales Performance Management to Significantly Increase Revenue <i>Patrick Stakenas</i>	<b>E2.</b> Establishing a Vision and Strategy <i>Scott D. Nelson</i>
3:40 p.m.	Solution Provider Sessions				
4:50 p.m.	<b>A3.</b> Real Use of Social to Improve the Customer Experience <i>Jenny Sussin</i>	<b>B3.</b> Optimizing the Contact Center Workforce: The Key Service Experience Influencers <i>Jim Davies</i>	<b>C3.</b> Multichannel Campaign Management: A Digital Transformation <i>Adam Sarner</i>	<b>D3.</b> Empowering Salespeople With Mobile Sales Applications: Anytime, Anywhere <i>Robert P. Desisto</i>	<b>E3.</b> Turning Big Data Into Actionable Customer Insights and Opportunities <i>Kimberly Collins, Bill O'Kane</i>
5:50 p.m.	Solution Showcase Reception				

### THURSDAY, MAY 2

7:00 a.m.	Registration				
7:00 a.m.	Networking Breakfast				
8:00 a.m.	<b>W3.</b> Workshop: Creating a Customer Experience Vision <i>Gene Alvarez</i>	<b>W4.</b> Workshop: Assess the Customer Experience (CX) Maturity of Your Organization <i>Partha Iyengar</i>			
8:30 a.m.	<b>A4.</b> Creating Mobile Apps Your Customers Love (or Hate) <i>Ian Finley</i>	<b>B4.</b> Is Mobile Customer Service Right for You? <i>Johan Jacobs</i>	<b>C4.</b> The Future of Marketing Is Data-Driven <i>Andrew Frank</i>	<b>D4.</b> Social CRM's Day Is Coming for Sales <i>Patrick Stakenas</i>	<b>E4.</b> Customer Analytics 2020: Moving Beyond Traditional Metrics <i>Gareth Herschel</i>
9:45 a.m.	<b>A5.</b> How to Build the Business Case for Investments Designed to Improve the Customer Experience <i>Michael Smith</i>	<b>B5.</b> What's the Big Deal With Big Data for Customer Service? <i>Gareth Herschel, Michael Maoz</i>	<b>C5.</b> Web Analytics: Its Expanding Scope and Significance <i>Bill Gassman</i>	<b>D5.</b> A Vision for E-Commerce and the Trends That Will Shape Your Strategy <i>Gene Alvarez</i>	<b>E5.</b> Organizational, Cultural and Technological Changes <i>Scott D. Nelson</i>
11:00 a.m.	Solution Provider Sessions				
12:00 p.m.	Networking Lunch and Solution Showcase				
2:00 p.m.	<b>A6.</b> Voice of the Customer: Speech Is the Voice of the Heart <i>Jim Davies</i>	<b>B6.</b> Case Study TBA	<b>C6.</b> What's Next for Social Marketing? <i>Adam Sarner</i>	<b>D6.</b> Move Lead Management From Good to Great to Maximize Revenue <i>Chris Fletcher</i>	<b>E6.</b> The Clash of the CRM Megavendors <i>Michael Maoz, Ed Thompson</i>
3:15 p.m.	Solution Provider Sessions				
4:00 p.m.	<b>W5.</b> Workshop: Getting Real Value Out of Social <i>Carol Rozwell</i>	<b>W6.</b> Workshop: How to Evaluate Your Website on Its Customer Service Ability <i>Johan Jacobs</i>			
4:30 p.m.	<b>K3. Gartner Keynote Creating a Digital Edge in Your Enterprise</b> <i>Mark P. McDonald, Group Vice President and Gartner Fellow</i>				

### FRIDAY, MAY 3

7:00 a.m.	Registration				
7:00 a.m.	Networking Breakfast				
8:00 a.m.	<b>W7.</b> Workshop: Attribution Modeling <i>Andrew Frank</i>	<b>W8.</b> Workshop: Use the Consumer Goods Shopper Marketing Model to Leverage Technology in Your Customer's Path to Purchase <i>Don Scheibenreif</i>			
8:15 a.m.	<b>A7.</b> Top 10 Mistakes in User Experience (UX) Design Projects <i>Ray Valdes</i>	<b>B7.</b> Customer Service Metrics: What, Why and How <i>Gareth Herschel</i>	<b>C7.</b> Case Study Panel: Match Game 2013 — Social CRM and You <i>Moderated by Jenny Sussin; Panelists include Vala Afshar, Enterasys Networks</i>	<b>D7.</b> Case Study: Using Sales Coaching to Enhance Sales Effectiveness <i>Patrick Stakenas</i>	<b>E7.</b> Turning Mobile Innovation Into Business Value <i>Ian Finley</i>
9:30 a.m.	Solution Provider Sessions				
10:15 a.m.	<b>A8.</b> Case Study TBA	<b>B8.</b> Move Over, Web: Here Comes Video Customer Service <i>Johan Jacobs</i>	<b>C8.</b> "Me" Marketing: Get Ready for the Promise of Real-Time, Context-Aware Promotions in Consumer Goods <i>Don Scheibenreif</i>	<b>D8.</b> Case Study: Leveraging Mobility to Boost Sales <i>Robert P. Desisto</i>	<b>E8.</b> Busting the Myth That People Resist Change <i>Carol Rozwell</i>
11:30 a.m.	<b>K4. Gartner Closing Keynote What to Do on Monday</b> <i>Analyst Panel Moderated by Gene Alvarez, Vice President and Conference Chair</i>				

## CUSTOMIZE YOUR AGENDA

Each Gartner session has been identified with icons to help you locate the sessions that give you the most value.

### MATURITY LEVEL

**F Foundational:** Offers the necessary understanding and first steps to those in the early stages of initiatives

**A Advanced:** Uses complex concepts requiring foundational knowledge and prior experience to take initiatives to the next level

### FOCUS

**T Tactical:** Provides tactical information that can be used straightaway, with a focus on how-to's, do's and don'ts and best practices

**S Strategic:** Focuses on the strategic insight supporting the development and implementation of an action plan

### VIRTUAL TRACKS

(See session descriptions for tagging.)

**A Analytics:** Offers strategies and best practices for turning data into actionable strategies

**S Social:** Examines the impact and opportunities of social media on all facets of your CRM strategy

**M Mobile:** Focuses on delivering superior customer experiences and driving productivity via mobile devices

