



# Customer Relationship Management Summit 2009

## ATTENDEE SURVIVAL GUIDE

Dear Attendee:

Thank you for registering for the **Gartner Customer Relationship Management Summit, September 14-16, 2009** at the **Westin Kierland Resort & Spa** in **Scottsdale, AZ**.

To assist you in preparing for the conference, enclosed you will find detailed information regarding the following topics:

- General Conference Information
- Agenda Builder
- Gartner Analyst One-on-One Appointments
- Online Documentation Access
- Your Personal Justification Kit

Please log onto [gartner.com/us/crm](http://gartner.com/us/crm) to view the latest agenda, conference updates, schedule Analyst One-on-One Appointments and/or Face-to-Face Sponsor Meetings.

If your conference registration is not paid in full, payment is due prior to the start of the conference by company check, credit card or Gartner Conference Ticket. Please note: If your conference registration is paid in full by **Friday, August 28, 2009**, you will receive access to pre-event conference documentation via email.

If you have any questions, comments and/or concerns regarding the Gartner Customer Relationship Management Summit please contact our Registration Team at +1 866 405 2511 (US and Canada), +1 650 226 0825 (International) or send an email to [us.registration@gartner.com](mailto:us.registration@gartner.com) and we'll be happy to assist you.

Sincerely,

The Gartner Worldwide Events Team

## GENERAL CONFERENCE INFORMATION

### TIME:

For your convenience, pre-conference registration will take place in the **Kierland Ballroom Foyer** of the **Westin Kierland Convention Space** on Sunday, September 13, 2009 from 3:00 p.m. – 6:30 p.m. Registration will re-open Monday, September 14 at 7:00 a.m. The conference Opening Keynote will commence on Monday, September 14 at 8:00 a.m. The conference will adjourn Wednesday, September 16 at 3:30 p.m.

### DOCUMENTATION:

On-site you will receive a documentation key (included in your conference materials) which will grant you access to conference documentation via the Web. Please note that paper documentation will not be available on-site. There are limited printing facilities at the **Westin Kierland**; please contact the hotel directly for business center pricing information +1 480 624 1202.

### PRE-EVENT DOCUMENTATION ACCESS:

Full payment received by **5:00 p.m. Friday, August 28** will allow you pre-event access to any conference documentation available at that time. The conference documentation key along with online documentation access instructions will be distributed via email, approximately 14 business days prior to the event.

### HOTEL CONTACT INFORMATION:

The Westin Kierland Resort & Spa  
6902 East Greenway Parkway  
Scottsdale, AZ 85254  
Phone: 1 480 624 1202  
Website: [http://www.kierlandresort.com/golf\\_spa/index.php](http://www.kierlandresort.com/golf_spa/index.php)

### RESERVATIONS: **BOOK NOW TO SECURE SPECIAL GARTNER RATE!**

As an attendee you are responsible for booking your own hotel reservations. You may do so by contacting the **Westin Kierland** directly at +1 480 624 1202. Please specify that you are attending the Gartner Customer Relationship Management Summit to receive the special nightly group rate of \$229.00 (plus tax). Check-in time at the Westin Kierland is 4:00 p.m.; check-out is at 12:00 p.m.

### AIRPORTS AND TRANSPORTATION:

#### Phoenix Sky Harbor International Airport (PHX)

- Phoenix Sky Harbor International Airport (PHX) is located approximately 25 miles from the Westin Kierland Resort & Spa. [Click Here](#) for driving directions.
- Taxi service from Phoenix Sky Harbor International Airport costs approximately \$50-70 USD one-way.
- AAA Sedan provides airport shuttle service to/from The Westin Kierland. The cost is \$50 each way (up to 3 people). AAA Sedan will meet you curbside by the blue diamonds outside of all terminals at Phoenix Sky Harbor International Airport or they can meet & greet you at baggage claim for an additional \$20 each way. To make arrangements, email [info@kierlandresort.com](mailto:info@kierlandresort.com) or call AAA Sedan at 1 602 454 7433. Current prices are subject to change without notice.

When emailing [info@kierlandresort.com](mailto:info@kierlandresort.com), please include the following:

- Flight information – Departure City, Flight #, arrival time, airline
- # of Passengers
- Cell phone number on day of arrival
- Preference of Curbside or Meet and Greet

**PARKING:**

Self Parking is available at the Westin Kierland at no additional charge. Valet parking is available for \$27 per day; both with in and out privileges.

**EXPENSES:**

All conference costs including transportation, lodging and extra meals are at each participant's expense. Gartner will provide for certain services such as select meals, refreshments and entertainment. The Westin Kierland accepts all major credit cards.

**AREA ATTRACTION INFORMATION:**

You've always envisioned your visit to be perfect on every level, but never imagined a staff so accommodating and facilities so revitalizing, luxurious and distinctively different. That is The Westin Kierland Resort & Spa experience. So come, wander the grounds of this desert oasis. Explore its hidden corners. Discover its intimate treasures. Leave behind your hectic lifestyle, let go of the stress and relax and renew.

Perfectly situated within the 730-acre Kierland master-planned community, Kierland Commons is located adjacent to The Westin Kierland Resort & Spa. Guests of the Westin Kierland may enjoy the short walk from the resort to Kierland Commons or choose to take the resort's complimentary shuttle to and from Kierland Commons. Kierland Commons...the best shops under one roof. Assuming they had one, of course. A walk down Kierland Commons' Main Street reveals Valley shopping at its finest, with over 70 retailers including Banana Republic, White House/Black Market, BeBe, Crate & Barrel and Barnes & Noble, to name a few. Guests may also choose from a variety of regional cuisine—French, Southwestern, Asian—there is something for everyone. Please visit [www.kierlandcommons.com](http://www.kierlandcommons.com) for more information.

Options for FUN are virtually endless at The Westin Kierland. To make your reservations for Kids Club, family golf outings, or dinner reservations at any of the restaurants, call 1 480-624-1202. To inquire about family activities in the Scottsdale area or around Arizona from a trip to the Grand Canyon to a hot air balloon ride, [click here](#) to make your family vacation a memorable one. Come, stay, and enjoy a desert oasis. Leave behind your hectic lifestyle to relax and renew. There's something for everyone at The Westin Kierland Resort & Spa. Whether you're sliding down the [110-foot-long waterslide](#) or floating on an inner tube down the 900-foot-long flowing river, your family will have the time of their lives. Children love the Westin Kids Club, a year-round program that includes games, activities, and much more!

**NON-SMOKING POLICY:**

Gartner, along with the Westin Kierland maintains a non-smoking policy for all meeting rooms and conference meal functions. We thank you in advance for your cooperation.

**CANCELLATIONS AND SUBSTITUTION POLICY:**

Registrations may be refunded or a ticket re-activated, if the cancellation is made in writing up to 15 business days prior to the start of the event. Cancellations received within 15 business days of an event or non-attendance will not be refunded and/or the ticket will be kept. Substitution of registrations may be made at any time up to the start of the conference. Sharing of attendee passes is not permitted.

This conference is sponsored by Gartner which reserves the right, at its sole discretion, to limit or deny access to the conference to any entity or individual. Gartner's receipt of an application and/or payment does not constitute acceptance. Application and payments that are not accepted will be returned.

**ATTIRE:**

While many attendees choose to wear business attire to conference sessions, business casual attire is equally appropriate. We suggest you bring informal attire for free time comfort. Temperatures in meeting rooms may vary, thus we also suggest you dress in layers. The temperature in Scottsdale in September ranges from an average low of 69 degrees to an average high of 99 degrees.

**BUSINESS CARDS:**

Please bring business cards with you to the conference to help expedite registration formalities and to assist with networking.

**PHOTOGRAPHY, VIDEO & AUDIO RECORDING:**

All forms of photography, video, and audio recording are prohibited at all event sessions, presentations, exhibitions, functions, and meals without prior written permission from Gartner.

**SPECIAL NEEDS:**

Do you have special needs (dietary, etc.) that we can address to make your participation more enjoyable and meaningful? Please contact Amy Repik at +1 203 316 1756 or [amy.repik@gartner.com](mailto:amy.repik@gartner.com) to advise your needs.

**QUESTIONS:**

If you have any questions, comments and/or concerns regarding the Gartner Customer Relationship Management Summit, please contact our Registration Team at +1 866 405 2511 (US and Canada), +1 650 226 0825 (International) or send an email to [us.registration@gartner.com](mailto:us.registration@gartner.com).

## JUSTIFICATION KIT

Building Your Roadmap and ROI Reporting Made Simple: We're making it easier than ever to justify your investment in attending the Summit. Don't wait until your back in the office to pull all your thoughts and notes together. Leverage the ROI Worksheet that will help organize what you learn and provide you the blue-print to develop your Customer Relationship Management roadmap for success. Use the Post-Event Brief including notable takeaways as well as a customizable Trip Report to make it easy to recap the Summit experience and demonstrate the return on your investment. [Click here](#) to access the justification kit for the Gartner Customer Relationship Management Summit.

## AGENDA BUILDER

Our conference [website](#) includes an [Agenda Builder](#) function that allows you to:

- Create a personalized agenda ahead of the summit
- Export your personalized agenda to your Outlook calendar
- Schedule Gartner Analyst One-on-One Appointments and Face-to Face Sponsor Meetings
- View and download conference documentation/presentations.
- View our current list of Sponsors
- Now Available! Agenda Builder for your [Mobile Device](#)

## **GARTNER ANALYST ONE-ON-ONE APPOINTMENTS**

Gartner Analyst One-on-One Appointments are 30-minute private meetings with our analysts where clients can ask questions related to their specific needs and issues. Pre-event registration via our online Agenda Builder for Gartner Analyst One-on-One Appointments is available for Monday, September 14 only. Appointments for Tuesday and Wednesday may be scheduled on-site at the One-on-One Registration Desk beginning Sunday, September 13. [Click here](#) to pre-register for an Analyst One-on-One Appointment.

## **ONLINE DOCUMENTATION ACCESS**

In accordance with global green initiatives Gartner now only offers online access to conference documentation/presentations. If your conference registration is paid in full approximately two weeks (by 5:00 p.m. (EST) August 28) prior to the event you will receive an email providing you with the conference documentation key and online documentation access instructions. The key will allow you to access and download all conference documentation available at that time. We encourage you to take advantage of this offer to preview sessions and plan your time at the conference.

You will also receive the conference documentation key and online access instructions upon registering on-site. If you wish to view session documentation while onsite, we encourage you to bring your laptop and spare batteries. Wireless connectivity will be available in all session rooms as well as throughout the conference space to assist with viewing presentations while attending the conference. If you desire hard copy, it is a good idea to print-out conference presentation before leaving the office, as there are limited printing facilities at the Westin Kierland.

## **ATTEND ANOTHER CONFERENCE**

Plan your attendance at another Gartner conference! For an up-to-date listing of 2009 events and to receive updated, detailed information as it becomes available, please visit [Gartner.com/events](http://Gartner.com/events). You may also contact our Registration Team at +1 866 405 2511 (US and Canada), +1 650 226 0825 (International) or send an email to [us.registration@gartner.com](mailto:us.registration@gartner.com) and we'll be happy to assist you in registering for another Gartner Event.