

Agenda at a Glance



Sunday, September 13

5:00 p.m. Gartner Orientation Session

Monday, September 14

7:00 a.m. **Attendee Breakfast**

7:15 a.m.	Pre-conference Tutorial: "Getting" Gartner: How to Understand What We Are Talking About – Sharon Mertz	Pre-conference Tutorial: "Getting" Gartnered: How Vendors Can Work Well With Analysts – Matt Goldman	Pre-conference Tutorial: TechnoBabble 101: How to Bluff Your Way Through a SOA/SaaS/Cloud Discussion – David M. Smith	
8:00 a.m.	Gartner Welcome – Conference Chairs: Gareth Hershel, Adam Sarner			
8:15 a.m.	Gartner Opening Keynote: The Advent of the Web Centric Customer Relationship			
9:30 a.m.	The Importance of the Customer Experience in a Recession – Ed Thompson ■	The Role of Technology in Improving the User Experience – Jim Davies ■ □ □	At the Radar's Edge: Emerging Trends and Technologies – Jackie Fenn ■	Cut Waste, Not Marketing Programs. With Marketing Resource Management – Kim Collins ■ □ §
10:45 a.m.	Top Investments In Multi-Channel Campaign Management – Adam Sarner ■ □	Organization Change Management Techniques for CRM Success – Matt Goldman ■ □ §	Multichannel Mecca: Where Do You Start? – Johan Jacobs □	Web 2.0 + Mobile + E-Commerce = eCRM2 – Gene Alvarez ■ □
11:45 a.m.	Attendee Lunch & Solution Showcase Dessert Reception			
1:45 p.m.	How Generation Virtual Will Change CRM – Adam Sarner ■ □ □	Enterprise Feedback Management: The Who, When, Why, Where and What of Surveying – Jim Davies ■ □ □	The Top Ten Technology Trends To Disrupt CRM Architectures and Technology – Ed Thomson ■	Improving the Effectiveness of Lead Management – Michael Dunne ■ □
1:45 p.m.	Workshop: Getting the Most Out of Your Marketing Dollars – Kim Collins ■ □ §		Workshop: How To Leverage Social Media within Your CRM Strategy – Scott Nelson ■ □	
3:00 p.m.	Solution Provider Session & Case Study Presentation			
4:15 p.m.	Guest Keynote – TBD			
5:15 p.m.	Solution Showcase Reception			

Tuesday, September 15

7:00 a.m. **Attendee Breakfast**

7:15 a.m.	Maverick Breakfast: Lost Generation – Michael Dunne	Maverick Breakfast: Getting Rid of the Human Through Virtual Assistants – Johan Jacobs		
8:00 a.m.	Gartner Keynote			
9:15 a.m.	Sales Force Automation: Deploying What Sales People Want – Michael Dunne ■ □ §	How Twitter and Social Media will Disrupt Your Customer Service processes – Michael Maoz ■ □ □	Best Practices for Customer Data Quality Improvement: Delivering Data You Can Trust – John Radcliffe ■ □	CRM Contract & Negotiation: Capture More Value from Products and Services – Jane Disbrow §
9:15 a.m.	Workshop: Customer Experience – Ed Thompson ■		Workshop: Web Analytics Best Practices – Bill Gassman □ ■	
10:30 a.m.	Solution Provider Session & Case Study Presentation			
11:30 a.m.	Attendee Lunch & Solution Showcase Dessert Reception			
1:30 p.m.	Gartner & 1to1 Customer Awards and Customer Experience Excellence Award Winner's Panel			Solution Provider Session & Case Study Presentation
3:00 p.m.	Solution Provider Session & Case Study Presentation			
3:00 p.m.	Workshop: CRM Contracts & Negotiation – Jane Disbrow §		Workshop: Mastering Customer Data Quality – John Radcliffe ■ □	
4:15 p.m.	Delivering on E-Commerce in a Wireless World – Gene Alvarez □	Trends and Forecasts for the CRM Vendor Market Place – Sharon Mertz ■	Analytics to Action: Key Analyses for Customer Centric Decisions – Gareth Hershel ■ □ □ ■	Exploiting Knowledge for Web Self Service – Johan Jacobs □ □ §
5:15 p.m.	Sponsored Hospitality Suites			

Wednesday, September 16

7:00 a.m. **Attendee Breakfast**

7:15 a.m.	Radical Thoughts @ Breakfast: Making Gut Decisions More Intelligent – Gareth Hershel	Radical Thoughts @ Breakfast: Attack of the Personbots: All Your Customer Base Belong to Us. – Adam Sarner		
8:00 a.m.	Guest Keynote			
9:00 a.m.	Workshop: How to Use Key Performance Indicators to Manage CRM Initiatives – Michael Smith ■ □		Workshop: Implementing a CRM Solution Using an External Service Provider (ESP) – Matt Goldman ■ □ §	
9:15 a.m.	Building a Cost Effective Contact Center Infrastructure – Drew Kraus ■ □ □ §	Using Analysis to Improve On-Line Channel Efficiency – Bill Gassman □ ■	Focus on Pharmaceuticals: Showcase for Multichannel and Analytical Capabilities in Data Rich Industries – Dale Hagemeyer ■	Innovation: Your New Core Competency – Kathy Harris ■
10:30 a.m.	Solution Provider Session & Case Study Presentation			
11:15 a.m.	The Impact of Social Trends on the Future of CRM – Scott Nelson ■	Avoiding the Five Fatal Flaws of Business Intelligence – Bill Gassman ■	Optimizing the Web Site User Experience – Gene Phifer □	Improving CRM: Cost-Conscious Alternatives for Enabling CRM Strategies – Matt Goldman ■ □ §
12:15 p.m.	Attendee Lunch			
1:15 p.m.	Best Practices for Establishing CRM Metrics – Michael Smith ■	Focus on Consumer Goods: How They Are Using Technology for Competitive Advantage and What Other Industries Can Learn from Them – Dale Hagemeyer ■	Creating a Customer-centric Web Architecture – David M. Smith ■ □	Open: It's Your Choice to Repeat – TBD
2:30 p.m.	Gartner Closing Keynote			

* Agenda as of June 1, 2009, and subject to change. Visit gartner.com/us/crm for updates.

Suggested Agenda by Role: ■ Business Strategy, ■ IT Strategy, □ Customer Relationship Web Strategies & Web 2.0 Technologies, ■ Sales & Marketing, □ Customer Service & Contact Center, ■ CRM Analytics, § Resourceful CRM

To register, or for agenda updates, please visit gartner.com/us/crm or call +1 866 405 2511

Gartner
Customer Relationship
Management
Summit 2009

Join us for the Customer Relationship Management Summit

New and Notable for 2009

- All new role-based agenda customized to your specific needs
- New content Themes: Customer-centric Web Strategies and Web 2.0 Technologies; Resourceful CRM: Doing More with Less
- How-to workshops (limited seating—pre-registration required)
- Magic Quadrant sessions on what's happening in today's CRM vendor market (see Making the Right Choice the First Time: Vendors & Markets)

Who Should Attend

- CEOs, Directors, Project Managers and Business Managers responsible for defining customer relationship strategies and leading specific CRM initiatives
- CIOs and Technology Strategists who ensure IT systems and architecture support business requirements
- Web Channel Managers
- CMOs, VPs and Sales and Marketing Directors and Managers responsible for defining and communicating the enterprise's value proposition to different customer segments
- Chief Customer Service Officers, Customer Service VPs and Contact Center Managers
- Business Analysts and others responsible for defining performance metrics and transforming data into insight

Register by July 17 and save \$300.

Early bird price: \$1,595*

Standard price: \$1,895**

* (Applies if credit card payment is received by July 17, 2009)
** (Applies if credit card payment is received after July 17, 2009)

How to Register

Web: gartner.com/us/crm

Phone: +1 866 405 2511

E-mail: us.registration@gartner.com

Gartner Customer Relationship Management Summit 2009

Never Let a Good Crisis Go To Waste

September 14 – 16 | Scottsdale, AZ | Westin Kierland Resort and Spa | gartner.com/us/crm



New Role-based Agenda: Innovation Starts with You!

The new **Gartner Customer Relationship Management Summit** addresses the very specific and tactical needs that key functions have within an enterprise's overall CRM strategy. The objective: to help you—whether you're a business analyst, sales and marketing executive, or Web technologist—deliver more value at this critical time.

Our new agenda focuses on the challenges that both business and IT strategists face today and into the future. Sessions are designed to meet the specific needs and requirements of a variety of corresponding roles within an organization that influence customer purchasing behavior.

Themes	Focus & Applicable Roles	Theme Descriptions	Key Challenges & Take Aways
Urgency of Now	Business Strategy (CEOs, VPs, Directors, Project Managers)	These sessions examine the planning needed for the next phase in CRM strategy, as well as key issues in understanding customers' needs within a profitable business process. Other focus areas include industries at the forefront of pioneering CRM strategies and practices.	Challenge: Turning crisis to your advantage. Take away: Key strategies and emerging trends for enriching customer relationships and market growth through CRM innovation.
The IT Imperative: Planning for Flexibility	IT Strategy (CIOs, Chief Innovation Officers, Technology Strategists)	These sessions explore how the current economic and IT cycle challenges organizations to combine the flexibility of innovative solutions with a robust infrastructure to create high levels of system stability and performance.	Challenge: Which next-generation technologies support emerging trends in Customer Relationship Management? Take away: Learn more about technologies that involve co-innovation between the business and the customer to design create and improve interactions. Gain greater value for both sides, regardless of the interaction channel.
Communicating Value: Innovation in Sales & Marketing	Sales & Marketing (CMOs, Sales & Marketing Executives)	Discover how new marketing technology is creating intimacy through automation, executing strategy, increasing loyalty and shaping future customer experiences that are measurable. For the sales force, new sales technology greatly increases the scope of potential prospects, closes more deals and gives salespeople more of what they actually want in a sales application.	Challenge: Which solutions can automate customer intimacy, increase the scope of the prospect universe and help close the deal? Take away: An in-depth view of how marketers create measurable intimacy through automation, and how companies can deploy the tools salespeople want. Gain a better understanding of current and future technologies that marketing and sales will use to drive company wide, multi-channel CRM strategy.
Delivering Customer Intimacy Through Service Automation:	Customer Service (Chief Customer Service Officers, VPs of Customer Service, Contact Center Managers)	These sessions explore how customer service strategies are evolving toward service differentiation to support ever-changing consumer trends. The role and scope of the multichannel contact center and Web self-service over the next five years will also be examined.	Challenge: Creating service predictability and flexibility for any environment. How are customer service strategies evolving in today's uncertain economic environment? Take away: See how Web-based self service can be leveraged for economic advantage over the next five years.
Creating Destinations for Generation Virtual	Customer Relationship Web Strategies & Web 2.0 Technologies (Web Strategists, Web Channel Managers)	Heightened consumer expectations will force IT and the lines of business to focus on integrated, customer-centric Web strategies. Explore the business processes, technologies, and Web 2.0 applications that will make businesses more successful on the Web.	Challenge: Which business processes, technologies and Web 2.0 applications can create new and long-term customer value? Take away: Learn how IT and the lines of business can integrate their customer-centric Web strategies to meet today's customer expectations.
Enabling Insight-Driven Strategies and Experiences	CRM Analytics (Business Analysts)	Organizations need to measure the true state of their current performance and refine their understanding and treatment of customers. These sessions discuss how to meet these needs with targeted investments in analytic applications that offer low-cost and high-impact opportunities to leverage existing investments.	Challenge: How can you enable insight-driven strategies? Take away: Discover the pre-requisites to establishing a solid analytic capability as well as key metrics for CRM performance.
Brother Can You Spare a CRM Project? How to Do More CRM for Less	Resourceful CRM (CRM Business and IT Roles)	Even under the best-laid plans, CRM solutions have trouble demonstrating quantitative business value. These sessions provide insight on optimizing your CRM costs while maximizing existing investments. Including best practices and strategies in asset procurement, vendor and resource management, end-user adoption and change and examples of how necessity drives CRM innovation.	Challenge: How can you invest wisely in a difficult business environment, while optimizing costs and maximizing what's already in place? Take away: Strategies and approaches for minimizing expenses to meet the needs of the customer within the constraints of the current economic environment.
Making the Right Choice the First Time	Vendors and Markets (CRM Business and IT)	These interactive sessions provide the opportunity for a deeper discussion of the vendors and markets that shape organizational use of technology as an enabler of CRM. Each will focus on a specific component of the CRM market.	Challenge: What's the state of the CRM market? And which vendors must you consider when making a buying decision in today's economy? Take away: Gain insight into key evaluation criteria to be used when selecting the best vendor for your CRM projects and initiatives.