

# Gartner

# Customer Relationship Management Summit 2010

16 – 17 March 2010, Lancaster London, UK  
[europe.gartner.com/crm](http://europe.gartner.com/crm)

## Value Proposition

Budgets are tight and increasingly IT and business professionals must prove the value of educational conferences before attending. We have developed this document to help you demonstrate how attendance at the Gartner Customer Relationship Management Summit supports your organizational goals.

## Meet Your Organization's Objectives

The Gartner Customer Relationship Management Summit 2010 can help organizations like yours understand how the traditional operational approach to CRM needs to be augmented with an analytical and socially driven model.

**Key Benefits** that you will derive from attending the Gartner Customer Relationship Management Summit:

- ✓ **Maximize value** – develop a framework for building successful CRM projects: using Gartner's Eight Building Blocks for CRM
- ✓ **Improve your knowledge** – learn from the experiences of others: benefit from the best practices gleaned from Gartner's investigation of thousands of CRM projects
- ✓ **Address your specific challenges** – in your one on one meetings with a Gartner analyst
- ✓ **Develop a CRM strategy** that delivers real, measurable business value
- ✓ **Be prepared** – understand the business, market, technologies and disruptions that will affect your enterprise
- ✓ **Improve the success rates of your CRM initiatives** – developing organizational change management techniques
- ✓ **Optimize your business results** – learn how to effectively use analytics
- ✓ **Achieve lasting improvements in data quality** – explore best practices and technology
- ✓ **Explore the social, technological and economic trends** that will influence the next generation of CRM
- ✓ **Network** with your peers and share best practices to address the key CRM challenges

## The Summit Experience

Gartner Summits are unique in the experience that they bring to attendees. A mixture of session formats brings extended opportunities to interact with Gartner Analysts, with fellow attendees and focused solution providers.

### 1. Better Investment Decisions

- **Hear it First:** The conference will focus on several key CRM topics that will help you to make better investment decisions.
- The hot topics and sessions offer the very latest topical updates and practical advice on the subjects most critical to your CRM strategies.

- Take away actionable insights that will place you in a strong position of organizational readiness
- The very best speakers in the field of CRM, including the top Gartner analysts from Europe and the US to share their knowledge in keynotes, case studies, expert panels and sessions.

## 2. Health Check Your Plans and Projects

• **One-on-Ones with Analysts** – Many organizations engage with Gartner to have access to analyst insight throughout the year. At the CRM Summit you are provided the opportunity to meet with a Gartner analyst for 30 minutes, free, to discuss your immediate issues and receive the unbiased advice you are looking for.

**End User Case Studies** – Sometimes the best way to learn is through their experience of others.

• **Solution Showcase** – meet innovative technology and service providers at the forefront of CRM.

• **Team Building** – share knowledge and event documentation.

## 3. Get Connected

• **Learn Best Practices:** The best conversations you will ever have with other IT and business professionals will occur at this conference. Hear lessons learned and advice on your specific issues in peer interactions and in intensive workshop discussions. You have access to one of the largest audience of qualified IT and business professionals facing common challenges and ready to share ideas and discuss best practices within the industry.

• **Interact with Like-minded Peers:** from your industry, geographical location and solution providers.

This event is the single smartest investment you can make all year - particularly in times of budget scrutiny. It examines the CRM solutions, strategies, cutting edge best practices, latest tools and technology that can help your business to act more intelligently and drive business performance. You will leave with focused insight and concrete action plans to start investing on a short list of the most profitable strategic initiatives that will propel business forward and outpace your competitors.

### Pre-event Benefits

- Access to our Agenda Builder tool to plan your agenda
- Recommended agenda by different tracks
- Preparatory audio conference or webinar with key Gartner analysts

### Onsite Benefits

- Thought-provoking keynotes by industry experts
- Personal interaction with Gartner analysts at One-on-Ones and Analyst/User Roundtables
- Access to the Solution Showcase (vendor demonstrations)
- Networking opportunities with your peers

### Post-event Benefits

- Access to Events Multimedia on Demand (download presentations you couldn't attend)
- Gartner *Insider* communication throughout the year related to your interests
- Post event summary of the key findings from the summit

## Build Your Own Agenda at [europe.gartner.com/crm](http://europe.gartner.com/crm)

Using **Gartner's Agenda Builder** will help you make the right decisions and get the best value out of the event. Agenda Builder will enable you to build your own personal agenda and select the session that are of the most value to you.

### How to Register

**Online:** [europe.gartner.com/crm](http://europe.gartner.com/crm)

**Telephone:** +44 (0)208 879 2430

**Email:** [emea.registration@gartner.com](mailto:emea.registration@gartner.com)

### Standard Conference Price

€2,195 + VAT (UK VAT)

*(Fee includes conference attendance, documentation and planned functions)*

**Gartner Clients:** We also accept Gartner theme tickets as payment for days 1-2. For more information please contact your Account Manager or email [emea.events@gartner.com](mailto:emea.events@gartner.com)

## Testimonials from 2009 CRM Summit

"I found the presentations very helpful and informative. Gartner events are always a good idea, when you are looking for an opportunity to think about the future and the vision."

*Szymon Tymolewski  
Senior business Analyst  
Polkomtel S.A*

"Gartner allows me to forecast trends in CRM. I was also able to share the experience with other participants."

*Kerstin Becker  
Marketing Manager  
IDS Scheer Luxemborg*

"Entire event perfect, speakers full of passion and I'm glad to be here."

*Engin Utkan  
Assistant General Manager  
Globalbilgi*