Contents

Agenda at a Glance

Monday, 21 May

Time	Event	Location
09:00 – 19:00	Registration/Information Desk Open	Registration
14:00 – 17:00	MIS Pre-Conference Workshops	Bristol
18:30 – 19:30	Emptoris Welcome Reception	Lounge Bar

Tuesday, 22 May

Time	Event	Location
07:00 – 19:00	Registration/Information Desk Open	Registration
07:00 – 09:00	Breakfast	Madrid
09:00 – 10:30	Business Partner Forum - Opening General Session	Auditorium
09:00 – 11:30	Emptoris Empower Europe General Session	Bristol
10:45 – 12:00	Business Partner Forum Sessions	
12:00 – 13:00	Lunch	Solution Center
13:00 – 14:15	Opening General Session	Auditorium
14:30 – 15:30	Marketing Innovation Summit General Session	Auditorium
15:30 – 16:00	Break	Solution Center
16:00 – 17:00	Session 2	
17:10 – 18:10	Session 3	
18:15 – 20:00	Solution Center Networking Reception	
19:00 – 20:00	Super Women's Group Reception	Lounge Bar

Wednesday, 23 May

| Time	Event	Location
07:00 – 19:00	Registration/Information Desk Open	Registration
07:00 – 09:00	Breakfast	Madrid
09:00 – 10:15	General Session	General Session
10:15 – 10:45	Break	Solution Center
10:45 – 11:45	Marketing Innovation Summit General Session	Auditorium
12:00 – 13:00	Session 5	
13:00 – 14:30	Lunch	Solution Center
14:30 – 15:30	Session 6	
15:30 – 16:00	Break	Solution Center
16:00 – 17:00	Session 7	
17:10 – 18:10	Session 8	
18:00 – 19:00	Drinks in Solution Center	
20:00 – 00:00	Iluminar (Coaches leave from 19:15)	Congress Entrance

Thursday, 24 May

Time	Event	Location
07:00 – 14:00	Registration/Information Desk Open	Registration
07:00 – 09:00	Breakfast	Madrid
09:00 – 10:00	Session 9	
10:00 – 10:30	Break	Solution Center
10:30 – 11:30	Session 10	
11:45 – 13:00	Closing General Session / Awards	Auditorium
13:00 – 14:00	Lunch	Solution Center

General Sessions
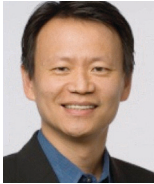
Yuchun Lee   Elana Anderson   Brian Tomz

Enterprise Marketing Management Vision and Direction

**Yuchun Lee, Vice President and General Manager,
Enterprise Marketing Management Group**

Elana Anderson, Executive Director, Product Line Management

**Brian Tomz, Product Strategy Director, Coremetrics, Enterprise Marketing
Management Group**

Today's empowered customer is a connected customer. Join Enterprise Marketing
Management (EMM) executives Yuchun Lee, Elana Anderson and Brian Tomz, as they
discuss the latest marketing trends and EMM innovations that help marketers make lifetime
customer connections experiences as they have started marketing and selling the total IBM
Smarter Commerce Solution.

Customer Keynote

Stephan Chase, Vice President of Customer Knowledge, Marriott

Stephan Chase delivers a keynote address sharing his perspective
on how marketing technologies help create better customer
connections and better marketing.

Stephan Chase

Marketing Success Award Client Presentations

Elana Anderson, Executive Director, Product Line Management

Guest Speakers to be announced on site.

Accelerating Your Smarter Commerce Journey

**Paul Papas, Global Leader, Smarter Commerce, IBM Global
Business Services**

Smarter Commerce can accelerate transformation across your enterprise
where it matters most for an optimized customer experience. But how do
you get started and where do you focus, given the investments you've
already made? Learn how to evaluate your enterprise value delivery
across buy, market, sell and service processes to uncover the optimal
way to accelerate your Smarter Commerce journey.

Smarter Commerce Awards

**John Mesberg, Vice President, B2B and Commerce,
IBM Software Group**

**Yuchun Lee, Vice President and General Manager,
Enterprise Marketing Management Group**

In the closing general session the Smarter Commerce Awards will be
presented. These prestigious awards recognize leading companies who
are at the forefront of using Smarter Commerce to generate value for
their customers, partners and shareholders.

SmarterCommerce Awards wil be presented by: John Mesberg and
Yuchun Lee

John Mesberg

Yuchun Lee

When The Future Begins: Getting your Company in Gear for Tomorrow's World

Magnus Lindkvist, trendspotter and futurologist

A recent academic study showed that companies worldwide have an
average lifespan of 12.5 years. How do companies ensure longevity?
How do you survive - even thrive - when shifts happen? What has
made successful companies live through and excel in times of turbulent
change? This session will give you the insights needed to manage and
lead the company of the future.

Magnus weaves together the most important and exciting current trends to forecast what
life, society and business might look like in the future. His talks are a multimedia-infused
boost of intellectual inspiration about topics ranging from trendspotting and innovation to
future-living and the business world of tomorrow.

Marketing Innovation Summit

The world's best marketing organizations are adopting IBM technologies to take their marketing performance to the next level. In this program, leading adopters of these technologies gather to network, share best practices and case studies, gain exposure to new technologies, glean new insights from IBM's team of experts and chart an exciting future course to even greater marketing achievement. Called the Marketing Innovation Summit, this program is a combination and extension of the popular user conferences held formerly by Unica and Coremetrics. Attendees will find the same rich, valuable content they are accustomed to, supplemented by information on other synergistic IBM offerings. Marketing professionals who are not yet using these technologies will find the general sessions focused on today's cutting edge marketing practices informative.

Digital Marketing

Enjoy learning best practices and discovering new ideas, all intended for people whose responsibility is marketing through primarily digital channels. Most of the Coremetrics-specific content is available in this track.

Cross-Channel Marketing

Best practices and new ideas abound, all designed for people whose responsibility is using customer data to execute targeted marketing programs across channels, both digital and traditional. Most of the Unica-specific content is available in this track.

Marketing Leadership

Take your thinking up a level from Unica- and Coremetrics-specific topics. In these sessions, speakers will lead you through a deep dive of broader marketing and marketing technology issues.

EMM Discovery

Get a close up view of Enterprise Marketing Management (EMM) products in these sessions. You will see product demonstrations and learn about other important product-related topics.

EMM Deployment

Get insight and advice to help you make the most of the Enterprise Marketing Management (EMM) products you are already using. In these sessions the EMM experts are at your service, addressing the topics they are asked about most often by customers.

EMM Synergy

Explore other IBM offerings that are complementary to the core Enterprise Marketing Management (EMM) products. In these sessions, representatives of other key IBM product areas share their solutions with EMM customers.

Tuesday, 22 May
Session 2 - 16:00 - 17:00

Marketing Innovation Summit

Paris MDM-101	**Beyond Dashboards: Driving Marketing Returns with Digital Analytics** Ewald Hoppen, wehkamp.nl
Lyon MCCM-112	**How Cross-Channel Customer Profiles Enable Smarter Marketing** Jay Henderson, IBM
Bristol MML-124	**Supercharge your Marketing Initiatives with Smarter Commerce** Errol Denger, IBM
Oxford MED-127	**Deep Dive into Unica Interact** Regan Wong, IBM
Estrasburgo MEMM-139	**Crunch Big Data for Digital Analytics Using NetInsight On Premises and Netezza** Dan DeMichele, IBM
Burdeos MES-143	**Business Made Social - How Social Technologies and Behaviors are Changing the Enterprise and the Relationship with Customers** Jill Brennan, IBM

Session 3 - 17:10 - 18:10

Estrasburgo MDM-102	**Monetizing Your Content: Leveraging Digital Assets to Drive ROI** Brian Tomz and Kaushik Ghate, IBM
Paris MCMM-117	**Breaking New Ground: How ING Improved Inbound Marketing and Syndicated Personalized Offers for Display Ads on Publisher Sites** Toon van den Einde, ING Netherlands; Chris Wright, IBM
Bristol MML-123	**High-Octane Marketing: Driving Value with Marketing Performance Optimization** Dave Panek, IBM
Oxford MED-133	**Deploying Advanced Tagging for Greater Customer Insight** Eliot Towb, IBM
Lyon MEMM-137	**Take Your Email Marketing to the Next Level with IBM Unica eMessage** Stephen Ades, IBM
Burdeos MES-145	**DemandTec for Retailers: Merchandising Optimization That Drives Customer Loyalty, Sales, and Profit** Marc Dietz, IBM

Wednesday, 23 May
Session 5 - 12:00 - 13:00

Marketing Innovation Summit

Paris MDM-103	**Hyper-Personalization: How Today's Digital Marketers Are Engaging the Individual Customer** Gareth Beer, Speedo; David Haucke, IBM
Estrasburgo MCCM-110	**Using Digital Behavioral Data to Improve Cross-Channel Marketing** Paul Ravenscroft, Boots UK; Martin de Lusenet, ING Netherlands; Ewald Hoppen, wehkamp.nl; Akin Arikan, IBM
Oxford MML-121	**Building an Adoption Roadmap for Enterprise Marketing Management** Alan Bunce and Kara Bauer, IBM
Bristol MED-129	**Best Practices in Upgrading a Multi-Product IBM Unica Implementation** Melanie Butcher and Claire Murray, IBM
Toulouse MEMM-138	**Improving Inbound Customer Experiences with IBM Unica Interact** Andy MacDonald, IBM
Marsella MES-146	**Maximize Sales with IBM Coremetrics Web Analytics and WebSphere Commerce** Dan Finley, JD Sports; Michael Niemann and Steve Wood, IBM

Session 6 - 14:30 - 15:30

Toulouse MDM-105	**Give Credit Where Credit is Due: Best Practices in Digital Marketing Attribution** Blair Reeves, IBM
Paris MDM-106	**Multiple Devices, One Customer: Unifying the Digital Experience** Erik van Houwelingen, wehkamp.nl; Akin Arikan, IBM
Burdeos MCCM-113	**Best Practices in Email Design & Deliverability** Michelle Eichner and Len Shneyder, IBM
Oxford MML-126	**Challenges & Opportunities: Marketing Leaders Discuss IBM's CMO Study** Martin Squires, Boots UK; Stephen Bates, Bank of Montreal; Nick Adams, Telstra; Jane Loveday, Electrocomponents plc; Martin Doettling, IBM
Bristol MED-130	**Making your Unica Marketing Operations Deployment Enterprise-Wide and Best-in-Class** Eric Johnson, IBM
Marsella MES-147	**Big Data, Big Campaigns - How Unica Campaign and Netezza Data Warehousing Appliances can Reap Big Benefits** Kate Tickner, IBM

MDM Digital   **MCCM** Cross-Channel   **MML** Leadership
MEMM EMM Discovery   **MED** EMM Deployment   **MES** EMM Synergy

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Wednesday, 23 May
Session 7 - 16:00 - 17:00

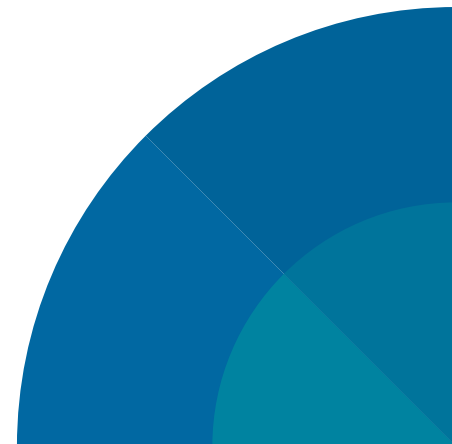**Marketing Innovation Summit**

Oxford MDM-108	**The Facts, Fiction and Future of Privacy in Digital Marketing** Mark Frigon, IBM
Lyon MDM-110	**When Digital Gets Tough, the Tough Get Digital - Building a Digital Strategy That Delivers** Tami Cannizzaro and Michelle Killebrew, IBM
Paris MCCM-118	**The Empowered Marketer at Belgacom: Streamlining Processes and Increasing Collaboration to Improve Targeted Marketing** Stéphane Sloodts and Nancy Vanden Borre, Belgacom
Estrasburgo MML-119	**The Future of Marketing Platforms** Elana Anderson, IBM
Bristol MED-131	**Best Practices for Content & Product Recommendations: An Interactive Workshop** Kaushik Ghate, IBM
Toulouse MEMM-141	**Is Your Mobile Marketing Optimized?** Eliot Towb, IBM
Marsella MES-141	**Using IBM Customer Experience Suite to Drive Revenue & Increase Customer Loyalty** Mike Spradbery, IBM

Wednesday, 23 May
Session 8 - 17:10 - 18:10

Marketing Innovation Summit

Paris MCCM-116	**Bank of Montreal's Journey to Deliver Great Customer Experience** Gayle Ramsay, Bank of Montreal
Oxford MML-120	**How Do You Compare? Insights from IBM Research on CMOs and Marketing Technology** Chris Wright, IBM
Bristol MED-132	**Leveraging IBM Coremetrics' Innovations in Digital Marketing Attribution** Ross Stoner, IBM
Potsdam MED-135	**Are You Taking Full Advantage of Unica's Offer Management?** Argen van der Broek, IBM
Toulouse MEMM-143	**IBM EMM Product Roadmap: Charting Your Course for Success** John Hogan, IBM
Burdeos MES-144	**DemandTec for Consumer Products Manufacturers: Total Trade Optimization Capabilities that Improve Trade Spend ROI** Mike Taylor, IBM
Marsella MES-149	**An Integrated View of Customer Analytics** Scott Groenendal, IBM

MDM Digital	**MCCM** Cross-Channel	**MML** Leadership
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MDM Digital	**MCCM** Cross-Channel	**MML** Leadership
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Thursday, 24 May
Session 9 - 9:00 - 10:00

Marketing Innovation Summit

Location	Title / Speakers
Stuttgart MDM-107	**It's Go Time: Creating an Action-Oriented Digital Marketing Culture** Veronica Hull, Virgin Atlantic; Martin Doettling, IBM
Marsella MDM-109	**Perfecting the Science of the Customer Journey with Lifecycle Analytics** Brian Tomz, IBM
Paris MCCM-115	**The IBM Journey: Transforming the Way We Conduct Marketing** Chris Wong, IBM
Bristol MML-122	**Building a Business Case for Adopting Enterprise Marketing Management** Alan Bunce, Olivier Berard and Albert Kerezeon, IBM
Toulouse MML-127	**Listening to Your Visitors – a Tale of Two Problems** Ewald Hoppen, wehkamp.nl
Oxford MED-128	**How to Build High-Performing IBM Unica Campaign Flowcharts Faster** Aybuke Kini, Carlos Garcia Sanz and Arjen van der Broek, IBM
Burdeos MEMM-142	**Digital Marketing & Cross-Channel Marketing Convergence: Unica/Coremetrics Integration Points** Vincent Tribondeau, IBM
Dusseldorf MES-148	**Tackling Change Management for Marketing Transformation** Natacha Monpellier, IBM

Thursday, 24 May
Session 10 - 10:30 - 11:30

Marketing Innovation Summit

Location	Title / Speakers
Paris MDM-104	**Tag Management Excellence: Using Tags to Drive Innovation** Jonny Steel, ClickTale; Michael Niemann, IBM
Burdeos MCCM-111	**Maturity Model for Inbound, Real-time Marketing** Regan Wong, IBM
Marsella MCCM-114	**Social Media & Mobile Marketing: Moving from Siloed to Intertwined** Amber Conley, IBM
Bristol MML-125	**What are Your Customers Really Worth?** Brian Fetherstonhaugh, OgilvyOne
Oxford MED-134	**How To Get the Most out of IBM Coremetrics Web Analytics** Ross Stoner, IBM
Estrasburgo MEMM-136	**Solving CMOs' Toughest Challenge: How IBM's Interaction History and Attribution Modeler Helps Marketers Measure and Drive ROI** Ravi Shah, IBM
Dusseldorf MES-142	**iSocial Planner for CMOs** Yves Darnige, IBM
Toulouse MES-150	**Experience Your Customers. See Your Digital Channels Through Your Customers' Eyes** Geoff Galat, Tealeaf
Dresden MCCM-119	**CRM Meets Targeting at United Internet Media – Data Driven Dialog Along the Customer Journey** Fred Türling, United Internet Media

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MEMM	EMM Discovery	**MED**	EMM Deployment	**MES**	EMM Synergy

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MDM	Digital	**MCCM**	Cross-Channel	**MML**	Leadership
MEMM	EMM Discovery	**MED**	EMM Deployment	**MES**	EMM Synergy

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