

## CONFERENCE PROGRAM | Schedule-At-A-Glance

<b>Monday, March 3, 2008 Pre-Conference Workshops</b>				
9:00 A.M. – 4:00 A.M.	Optimizing B-to-B Lead Generation Results: The Complete Seven-Step Process to Sales-Ready Leads and Results	Understanding the Fundamentals of How Social Media, Search Engine Optimization, Website Usability and Analytics Provide Lift to All Direct Marketing Campaigns	B-to-B Analytics: It's Not Just About Traffic Anymore	
4:30 P.M. – 6:30 P.M.   Grand Opening Reception in the Exhibit Hall				
<b>Tuesday, March 4, 2008</b>				
8:00 A.M. – 8:30 A.M.   Continental Breakfast in the Exhibit Hall				
8:30 A.M. – 9:00 A.M.   Welcome Address				
9:15 A.M. – 10:30 A.M.	The New Imperative: The Role of Data and Analytics in B-to-B Marketing ▲	Scents, Taste, Lights, Sound, and Fabric: It's Not Your Fathers Marketing ●	It's Time for B-to-B Marketers to Consider EMM for Winning Results ■	
10:30 A.M. – 11:00 A.M.   Refreshment Break in the Exhibit Hall				
11:00 A.M. – 12:15 P.M.	Data Segmentation and Personalization for Your Email Campaign ●	Next Generation Search Engine Optimization Strategies Guarantee New Revenues ▲	Going to Market in Web 2.0: 5 Steps to Assembling the Perfect Campaign ●	Predictive Analytics on Demand for B-to-B Marketers: The Benefits, Challenges and Pitfalls ●
12:30 P.M. – 1:45 P.M.   Lunch and Keynote Presentation				
1:45 P.M. – 2:15 P.M.   Dessert Break in the Exhibit Hall				
2:15 P.M. – 3:30 P.M.	Harness the Power of a Cooperative Database and Make it Work for You ■	Turn Demand Generation Disasters into Epic Victories ▲	Using New Technologies to Get Ahead and Stay Ahead in a Multichannel World ●	
3:45 P.M. – 5:00 P.M.	Back to Basics: Effective Direct Mail on a Small Scale ■	Tried and True: Effective Direct Mail on a Small Scale ■	Navigating the Sphere of Influence Around B-to-B Purchases ●	How B-to-B Companies Use Channel Marketing to Control "Shelf Space" on Search Engines ▲
5:00 P.M. – 6:30 P.M.   Networking Reception in the Exhibit Hall				
6:30 P.M. – 9:30 P.M.   B-to-B Marketing Council Networking Reception and Dinner				
<b>Wednesday, March 5, 2008</b>				
8:00 A.M. – 8:45 A.M.   Breakfast in the Exhibit Hall				
8:45 A.M. – 10:00 A.M.	Best Practices in B-to-B Search ●	Customer Choice: Reaching Customers the Way They Wish ●	From Inbox to iPod – Meshing Today's Social Media Elements into the Advertising Strategy ■	Laser-Focused Marketing Drives Break-Through Results ●
10:00 A.M. – 10:45 A.M.   Refreshment Break in the Exhibit Hall				
10:45 A.M. – 12:00 P.M.	A Proven Solution to Track Offline Sales from Online Advertising – What Your Web Analytics Reports Aren't Telling You ●	10 Ways to Understand and Reach the Four CIO Personas ●	A Smart Marketer's Guide to B-to-B Email Appending ■	File Under: "Construction" Building the USG Marketing Database ●
12:00 P.M. – 1:30 P.M.   Lunch, Keynote and Marketer of the Year Award				
1:45 P.M. – 3:00 P.M.	How to Create the Integrated Idea to Transform a Global Brand ▲	How an Effective Lead Generation Program Targets its Largest Accounts and Wins! ●	Hitting the Bulls Eye with Co-registration Marketing ●	
3:15 P.M. – 4:30 P.M.	What to do When Lead Generation Stops Working ●	Using Enterprise Social Media to Spark Communication at Your Company ■	Increase Your B-to-B Customers' Revenue and Retention through Automated Personalized Marketing Solutions ▲	