

## For Immediate Release

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### **Internet Strategy Visionaries from Google, Massachusetts Institute of Technology, REI, WebTrends and Keynote Systems to Present at Executive Summit** *Hundreds of Internet executives to attend July 2005 event in Portland, OR*

Portland, OR—May 19, 2005—The second annual Internet Strategy Forum Executive Summit will showcase speakers from Google, Massachusetts Institute of Technology and REI on Thursday, July 14 in Portland, Oregon. Internet strategists, marketing and IT professionals from leading universities and companies throughout the Northwest will meet to discuss how integrating Internet solutions into business and marketing strategies can yield tangible benefits. Speakers will share case studies and examples of how strategic Internet initiatives are providing measurable returns. Opening remarks will be made by Greg Drew, President and Chief Executive Officer of WebTrends.

Last year's Summit was sold out—the event drew more than 200 senior marketing, technology and Internet executives from various industries. For more information and to register, please visit [www.internetstrategyforum.org](http://www.internetstrategyforum.org).

### Topics and Speakers Include

- **Glen L. Urban, Chairman, Center for eBusiness at Massachusetts Institute of Technology:**  
Urban will discuss "Harnessing the Customer Power Revolution." He will focus on growing customer need for open and direct communication which he refers to as "customer advocacy." His new book, *Don't Just Relate-Advocate!: A Blueprint for Profit in the Era of Customer Power*, will be released prior to the Executive Summit.
- **John Topping, Director of B2B Technology, Google, Inc.:**  
Topping will speak about the "The Changing Media Landscape and the Role of Search." He will discuss the dynamic trends forcing marketers to reevaluate their marketing strategies and the role of search engines.
- **Joan Broughton, Vice President of Multi-Channel Programs, REI:**  
Broughton's focus is to leverage cross channel integration technology at REI. She will speak about "The Impact of Online Research on Offline Purchasing," including recent compelling research on the topic.
- **Carol Carpenter, Senior Director of Product Marketing, Keynote Systems:**  
Carpenter will preside as moderator during an afternoon session focused on "Maximizing Business Impact on the Web: Complementary Roles for Marketing and IT."

### Who Should Attend

- Senior Marketing and IT executives
- Corporate Internet Strategists
- C-level management

### Where and When

- The Governor Hotel, Portland, OR
- Thursday, July 14, 2005, 9:00 a.m.-5:00 p.m.
- For information and to register please visit [www.internetstrategyforum.org](http://www.internetstrategyforum.org).

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## **About the Internet Strategy Forum**

The Internet Strategy Forum is a non-profit professional association dedicated to peer networking, information exchange, professional development, research and thought leadership among senior Internet decision-makers at medium-to-large organizations across multiple industries.

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