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"Titans of E" to Deliver All-Inclusive Internet Strategy Blueprint

First 250 registrants for Internet Strategy Forum Summit receive new book
Groundswell: Winning in a World Transformed by Social Technologies

Portland, Ore. — June 17, 2008 — The Internet Strategy Forum (ISF) announced today the comprehensive and complementary strategies for implementing, administrating and measuring a successful corporate Internet presence that will be delivered at the Internet Strategy Forum Summit. "The Titans of E," taking place in Portland, Ore. July 17 – 18, will cover a full spectrum of issues essential to online strategists, including general digital strategy, social media strategies, personalized marketing, e-commerce, email marketing and customer-engagement metrics.

"This event is open to all and designed for participants in all aspects of the Internet presence ecosystem, including corporate marketing, e-commerce and IT executives, as well as related product and service providers," said Steve Gehlen, founder of the ISF.

The Summit features executives from several of the world's top brands, such as Nike, Disney, Intel and IBM, and top industry analysts from Forrester Research and eMarketer. The first 250 people to register for the Summit will receive a copy of *Groundswell: Winning in a World Transformed by Social Technologies* (Harvard Business Press; May 2008), a new book by Forrester Research analysts Charlene Li and Josh Bernoff. Ms. Li, a vice president and principal analyst at Forrester, will speak on July 17 about "Creating a Social Strategy That Will Work."

In-depth, real-world examples of landmark Internet strategy will be included in the presentation by Chris Shimojima, Vice President, Global Digital Commerce, Nike, Inc., who will discuss the innovative NIKEiD and NIKE+ Web initiatives. Keynote speaker Geoffrey Ramsey, Co-founder and CEO of eMarketer, will take things high-level with "Mapping the Digital Landscape: A Strategic Guide."

"All companies today have to evaluate digital media, but the trick is to implement these tools as part of an integrated, multi-faceted corporate web strategy that adds to the bottom line," said Ramsey. "The ISF Summit provides significant value by highlighting many of the elements that make for this kind of winning formula."

Additional ISF Summit presenters include:

- Nancy Bhagat, Vice President, Sales and Marketing Group, Intel Corp.
- David Placier, Vice President, Consumer Insights & Marketing, Disney Online
- Daniel Stickel, new CEO, WebTrends (formerly with Google)
- Mike Moran, Distinguished IBM Engineer and author of *Search Engine Marketing, Inc.*
- Shane O'Neill, Chief Technology Officer, Fandango

An optional feature of the ISF Summit is the half-day "Road to Chief Internet Strategist" session on July 18. This intimate program goes beyond the typical "how to" topics to provide a broad perspective on what it means to be a corporate Internet strategist and how professionals in those roles can provide more value to their company. Speakers include John P. Tomaszewski, Vice President of Legal, Policy and Compliance at TRUSTe, and Gregory Miller, Partner, Network Tool & Die Company.

The 2008 Internet Strategy Forum Summit will be held at the Governor Hotel (614 SW 11th Avenue, Portland, Ore.). This annual event is typically sold to capacity, so pre-registration is encouraged. Registration fees start at under \$250. For additional details and to register: www.internetstrategyforum.org/summit.

This year's ISF Summit is supported by Premier Sponsor Intel, and additional sponsors ATG, Covario, EngineWorks, FatWire Software, Filter Talent, Jive Software, OregonLive.com, Site9, StrongMail and Volt.

About the Internet Strategy Forum

The Internet Strategy Forum is a nonprofit 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 various industries. Visit www.internetstrategyforum.org.

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