

SCHEDULE

8:15 CHECK IN, NETWORKING, FREE ESPRESSO

9:00 **STEVE GEHLEN**
Founder, Internet Strategy Forum & Executive Summit
Welcome and Opening Remarks

9:05 **JOHN YUNKER**
Byte Level Research
Habits of Highly Successful Global Web Sites

9:40 **ATAKAN CETINSOY**
MyStrands
The Global Digital Media Revolution

10:15 **ADAM FREED**
Google, Inc.
Scaling to a Global Audience with a Local Look and Feel

11:00 B R E A K

11:15 **ERIN HINTZ**
Symantec Corp.
The Internet as the Customer Relationship Platform
Morning Keynote

Noon ----- LUNCH SERVED AT THE EVENT -----

12:30 **REY RAMSEY**
One Economy Corp.
Connecting to the Global Digital Opportunity

1:10 **PANEL DISCUSSION**
Tools and Services to Support a Global-savvy Web Presence

2:20 B R E A K

2:35 **DIPESH BISWAS**
Wipro Technologies
The Role of the Internet in Enabling Business Process Innovation for Globalization

3:15 **DAVID LEIP**
IBM
Key Technical Insights into Running a Global Corporate Web Presence
Afternoon Keynote

4:00 Wrap-up and Networking Reception (all invited)



MORNING KEYNOTE ERIN HINTZ

Vice President Worldwide Consumer Marketing, Symantec
Topic: The Internet as the Customer Relationship Platform

As an early pioneer in the sale and delivery of products and services via the Internet, Symantec now operates one of the largest software online stores in the world, serving tens of millions of consumers and businesses annually. But the Internet is rapidly evolving from a transaction and product delivery platform into a platform to drive disruptive change in customer communications and even customer relationships. As the Internet has helped slash the cost and increased the frequency of interactions with customers, marketers are now faced with a critical inflection point – those who understand and leverage this transition will be able to evolve their marketing from traditional one-way broadcasts to rich and rewarding interactive dialog with individual customers and even entire markets.

Erin Hintz is vice president of Worldwide Consumer Marketing at Symantec Corp. She leads the teams responsible for product marketing, public relations, market research, and regional marketing for all consumer products and solutions. Hintz has also served as vice president of Consumer and Small Business Marketing; vice president of Worldwide Marketing, Enterprise Administration; director of Product Management, Consumer Products; and group manager of End User Marketing Programs.



AFTERNOON KEYNOTE DAVID LEIP

Chief Technology Officer for ibm.com, IBM

Topic: Key Technical Insights into Running a Global Corporate Web Presence

IBM has one of the largest web presences in the world. It spans 92 countries and 32 languages. It supports several lines of business, in large, emerging and small markets. In this session, David will discuss how IBM has approached the challenges of solution development, infrastructure and technical governance for ibm.com.

David Leip is a Senior Technical Staff Member (STSM) at IBM where he is the Chief Technology Officer for ibm.com. In that role he is focused on driving new innovation into IBM's own web presence as well as driving agile methods for the organization. Previously, he managed IBM's corporate webmaster organization for several years where he had responsibility for many of IBM's web standards. More importantly David managed IBM's corporate portal that grew to span 92 countries and 32 languages, with an availability of 100.000% over the last four and a half years he was in that job.



FEATURED SPEAKER ADAM FREED

Director of International Product Management, Google

Topic: Scaling to a Global Audience with a Local Look and Feel

The Internet, by its very nature, transcends national and linguistic boundaries, but people don't - at least not so easily. How people use technology and the ways in which they like to interact with one another and with information varies by language and country. The power of the scale of the Internet is that anyone - from an individual to a corporation - can now technologically reach a global audience. The more complex question is how to deliver a message or offer products and services usefully, in the right mix of languages and with the right look and feel.

Adam Freed has been Google's director of international product management since January 2004. Adam manages the teams principally responsible for localization and the development of Google's international products. Some recent highlights of Google's global products are Gmail in 28 languages and AdWords in 41 languages and 58 currencies. Prior to taking on responsibilities in product management, Adam was director, international online sales and operations at Google. From 2002 to 2004, he set up Google's online advertising operations in London, Paris, Hamburg, Tokyo and Sydney. He also established Google's multilingual online operations center in Dublin.



SPECIAL GUEST REY RAMSEY

**CEO, One Economy Corp.
former Chairman, Habitat for Humanity International**

Topic: Connecting to the Global Digital Opportunity

We live in a digital age - a time when information sharing is critical to personal and economic success. Unfortunately, most public service information that is essential for the advancement of all Americans and citizens across the globe remains scattered on the Internet. We believe that the time has come the investment in a new 21st century information resource, a Public Internet Channel that allows all citizens to connect with critical community information and services.

Rey is the CEO of One Economy, a multi-national nonprofit organization that brings broadband to the homes of low-income people and provides a multilingual web portal called The Beehive (www.thebeehive.org). Their mission is to maximize the potential of technology to help low-income people improve their lives and enter the economic mainstream. He is an internationally respected social entrepreneur and co-author, with Ben Hecht, of ManagingNonprofits.org: Dynamic Management for the Digital Age. Prior to founding One Economy in 2000, Rey served as President and Chief Operating Officer of The Enterprise Foundation.



JOHN YUNKER

President and Chief Analyst, Byte Level Research

Topic: Habits of Highly Successful Global Web Sites

The smartest way to improve your Web site is to first learn what the best global Web sites have in common. This session will shed light on best practices that the leading global Web sites share. Drawing on his annual report, "2006 Web Globalization Report Card", John Yunker will profile real-world Web sites, such as Volvo, Wikipedia, HP, and Ikea.

John is president of Byte Level Research, the world's leading Web globalization strategy firms. He is also editor of Global By Design, a monthly publication devoted to Web globalization best practices; subscribers include FedEx, Panasonic, Google, Dow Corning, and government agencies. John is author of Beyond Borders: Web Globalization Strategies (Pearson, 2002), the first book to address Web globalization. Widely acclaimed, it is currently used in more than 20 universities and most of the world's largest multinational corporations.



DIPESH BISWAS

Principal, Wipro Consulting Services

Topic: The Role of the Internet in Enabling Business Process Innovation Necessary for Globalization

Globalization is a critical business strategy today for most businesses. Either you are doing it or it is being / will soon be done to you. However, there are inherent challenges to it which have made globalization a fine art possible only for the few and mighty in the past. The challenges include the cost of doing business internationally and distracted management. However the cost of not doing anything at all could outweigh the challenges.

Mr. Biswas has been a leading practitioner of IT-related strategy consulting and advisory services for over 20 years, the last 10 years of which has been in the US. His primary work has been in helping his client CIOs with leveraging technology-related innovations for improving business competitiveness and implementing process-related innovations for improving business agility.



ATAKAN CETINSOY

**Vice President of Business Products, MyStrands
formerly with Apple iTunes group**

Topic: The Global Digital Media Revolution

In a multi-platform, multi-device, digital world people want personalized content, demand more choice and yet desire to retain control over their experiences. Moreover, the emergence of user-generated content as a viable media alternative and the ease of access to unauthorized copyrighted content have heated the competition for users' mindshare. With the traditional geographical boundaries melting down in terms of "taste sharing" many industries including telecom, entertainment, cable and retail are faced with the challenge to offer the end user such tailored solutions requiring global cross-industry collaboration at unprecedented levels.

Atakan has more than 10 years of customer and product marketing experience with some of the most admired global brands in the computer hardware and software, Internet/e-Commerce and transportation industries. Most recently Atakan served 5 years with Apple Computer, where he led the effort to model customer value as driven by the adoption of digital media services offered through the market leading iTunes Music Store platform.

PANEL DISCUSSION

Topic: Tools and Services to Support a Global Web Presence

Moderator: John Yunker

PANELISTS:

Kevin Bolen, Chief Marketing Officer, Lionbridge Technologies

Theresa Regli, Principal, CMS Watch

Mike Rowland, President, Impact Interactions

IN-KIND SUPPORT

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Web Hosting: **White Horse** (www.whitehorse.com)
E-Mail and Event Registration Platforms: **eROI** (www.eroi.com)
Printing: **PMG, Inc.** (www.pmgi.net)
Signage: **Big Graphics** (www.big-graphics.com)
Projector: **InFocus Corporation** (www.infocus.com)
Promotional Give-away: **EventBuilders** (www.theeventbuilders.com)
Lead Generation: **i-OP** (www.i-op.com)
Post-event evaluation survey platform: **SurveyMonkey.com**
Audio Conferencing: **Integra Telecom** (www.integratelecom.com)
Web Conferencing: **Adobe** (www.adobe.com/breeze)
Legal services: **Tonkon Torp LLP** (www.tonkon.com)
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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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