



Internet Strategy Forum Summit

Thursday, July 17, Governor Hotel

Program Schedule as of 07/14/08 (subject to change)

All Presenters are Appearing at the Event In-Person

7:45am	-- DOORS OPEN FOR CHECK IN & NETWORKING --
8:30am	Steve Gehlen Founder & Executive Director, Internet Strategy Forum & ISF Summit conference Welcome and Opening Remarks
8:40am	Charlene Li Vice President and Principal Analyst, Forrester Research & co-author of <i>Groundswell: Winning in a World Transformed by Social Technologies</i> TOPIC: Creating A Social Strategy That Will Work
9:25am	Mike Moran Distinguished IBM Engineer, author of <i>Search Engine Marketing, Inc.</i> TOPIC: Internet Marketing by the Numbers
10:10am	-- BREAK -- (20 minutes)
10:30am	David Placier Vice President, Consumer Insights & Marketing, Disney Online TOPIC: The evolution of CRM: Enhancing Web Site Experiences
11:15am Morning Keynote	Geoffrey Ramsey Co-founder & CEO, eMarketer TOPIC: Mapping the Digital Landscape: A Strategic Guide
12:00pm	-- LUNCH SERVED AT THE EVENT --
12:45pm Lunch Guest	Dan Stickel CEO, WebTrends TOPIC: Building Blocks of the Next Generation of Online Customer Engagement
1:15pm	-- BREAK -- (15 minutes)
1:30pm Afternoon Keynote	Nancy Bhagat Vice President, Sales and Marketing Group; Director, Integrated Marketing, Intel Corp. TOPIC: End to End Marketing Online: A Fundamental Shift
2:15pm	Panel Discussion TOPIC: Adventures in the Internet Presence Ecosystem: ROI for Enterprise Tools & Platforms
3:00pm	-- BREAK -- (20 minutes)

3:20pm	Chris Shimojima Vice President, Global Digital Commerce, NIKE TOPIC: Innovate How We Connect
4:05pm	Shane O'Neill Chief Technology Officer, Fandango TOPIC: Email Marketing: Beyond Newsletters and Confirmation
4:50pm	Wrap-up
5:00pm	-- RECEPTION – (Renaissance Room, 3 rd Floor)

For more information, updates and to register, visit <http://www.internetstrategyforum.org/summit>