

SCHEDULE

- 7:45 DOORS OPEN FOR CHECK IN & NETWORKING
- 8:30 Steve Gehlen
Founder & Executive Director, Internet Strategy Forum & ISF Summit conference
Welcome and Opening Remarks
- 8:40 Charlene Li
Vice President and Principal Analyst, Forrester Research & co-author of *Groundswell: Winning in a World Transformed by Social Technologies*
TOPIC: Creating A Social Strategy That Will Work
- 9:25 Mike Moran
Distinguished IBM Engineer, author of *Search Engine Marketing, Inc.*
TOPIC: Internet Marketing by the Numbers
- 10:10 B R E A K
- 10:30 David Placier
Vice President, Consumer Insights & Marketing, Disney Online
TOPIC: The Evolution of CRM: Enhancing Web Site Experiences
- 11:15 Morning Keynote
Geoffrey Ramsey
Co-founder & CEO, eMarketer
TOPIC: Mapping the Digital Landscape: A Strategic Guide
- 12:00 LUNCH SERVED
- 12:45 Lunch Guest
Dan Stickle
CEO, WebTrends
TOPIC: Building Blocks of the Next Generation of Online Customer Engagement
- 1:15 B R E A K
- 1:30 Afternoon Keynote
NANCY BHAGAT
Vice President, Sales and Marketing Group; Director, Integrated Marketing, Intel Corp.
TOPIC: End to End Marketing Online: A Fundamental Shift
- 2:15 PANEL DISCUSSION
TOPIC: ROI within the Internet Presence Ecosystem
- 3:00 B R E A K
- 3:20 Chris Shimojima
Vice President, Global Digital Commerce, Nike
TOPIC: Innovate How We Connect
- 4:05 Shane O'Neill
Chief Technology Officer, Fandango
TOPIC: Email Marketing: Beyond Newsletters and Confirmation
- 4:50 Wrap-up
- 5:00 RECEPTION
Renaissance Room, Third Floor

PANEL DISCUSSION

Adventures in the Internet Presence Ecosystem: ROI for Enterprise Tools & Platforms
Moderator: Steve Gehlen, *Founder, Internet Partner Forum*

PANELISTS

Ivan Chalif, *Senior Product Manager, StrongMail*
Craig Macdonald, *Vice President of Marketing and Product Management, Covario*
Andrew Mottaz, *CEO, Site9*

SYMPOSIUM PRESENTERS

*The Road to Chief Internet Strategist:
a Career Path Symposium (July 18):*

Gregory Miller, *Managing Director, Network Tool & Die Company*
John P. Tomaszewski, *VP of Legal, Policy, & Compliance, TRUSTe*

Master of Ceremonies: Rob Smith, Editor, Portland Business Journal



MORNING KEYNOTE
Geoffrey Ramsey
Co-founder & CEO, eMarketer
TOPIC: Mapping the Digital Landscape: A Strategic Guide

Geoff Ramsey is one of the Internet's most exciting digital marketing visionaries. As CEO and Co-Founder of eMarketer, Geoff is on the cutting edge of new research statistics, trends and best practices, covering every aspect of marketing in the digital age. He is frequently quoted in *The Wall Street Journal*, *Forbes*, *CNN*, *BusinessWeek*, *Business 2.0* and *Advertising Age*. A highly regarded speaker with an engaging presentation style, Geoff speaks at major industry and corporate events around the globe, including ad:tech, the Interactive Advertising Bureau (IAB), the Conference Board, the Economist Conferences, Yahoo!, Google, OMMA and the Direct Marketing Association (DMA). Prior to starting eMarketer, Geoff worked at several large New York ad agencies, including TBWA and Ogilvy & Mather, where he ran multinational accounts for brands including Procter & Gamble, Kraft General Foods, M&M Mars and AT&T.



AFTERNOON KEYNOTE
Nancy Bhagat
Vice President, Sales and Marketing Group; Director, Integrated Marketing, Intel Corp.
TOPIC: End to End Marketing Online: A Fundamental Shift

Nancy Bhagat is vice president of the Sales and Marketing Group and director of integrated marketing for Intel Corporation. She is responsible for all advertising, global media, corporate events, Internet marketing, marketing communications, agency management and operations worldwide. Prior to joining Intel in September 2005, Bhagat was at Macromedia, where she was chief marketing officer. She was responsible for developing a world-class marketing organization. Prior to that, Bhagat was senior vice president of Global Marketing for Computer Associates International where she was charged with driving the branding and repositioning of the company. In addition to her career on the corporate marketing side, Bhagat spent several years in the advertising world in senior positions at agencies such as Schell/Mullaney and J. Walter Thompson.



SPECIAL GUEST
Charlene Li
Vice President, Principal Analyst Forrester Research
TOPIC: Creating A Social Strategy That Will Work

Charlene is one of the driving forces behind Forrester's Social Computing and Web 2.0 research, and examines how companies can use technologies like blogs, social networking, RSS, tagging, and widgets for marketing purposes. During her eight years at Forrester, Charlene has also led the marketing and media research team, and ran the San Francisco office. In her research, Charlene covers such marketing-related topics as consumer portals, search, and media site design. She also leverages her background in newspaper publishing and looks at online local media and online classifieds. In the past, she has also written about online advertising, online gaming, and media content strategies. She also contributes to her *Groundswell* blog and published a book by the same name in spring 2008.



LUNCH SPEAKER
Dan Stickle
CEO, WebTrends
TOPIC: Building Blocks of the Next Generation of Online Customer Engagement

Daniel E. Stickle, Chief Executive Officer of WebTrends, has responsibility for overseeing the company's overall operations and strategies, and leading the WebTrends global work force to build and extend the WebTrends brand to encompass integrated enterprise marketing solutions. Prior to WebTrends, Dan had responsibility for syndication products at Google, serving hundreds of thousands of partners and tens of millions of end users. Prior to Google, he ran the \$100M+ Macrovision Software Technologies Group was EVP at AltaVista when it was the #8 web site in the world, and has co-founded several startups. Dan has both an undergraduate and a graduate degree from Harvard University



Chris Shimojima
Vice President, Global Digital Commerce, Nike
TOPIC: Innovate How We Connect

Chris Shimojima joined Nike, Inc. as the Vice President, Global Digital Commerce in November, 2006. In this position, Shimojima oversees the direct-to-consumer digital businesses for the Nike Brand, Cole-Haan, Converse, and Hurley. He reports to Mark Parker, CEO and President of Nike, Inc. Just prior to Nike, Shimojima was Vice President and General Manager, Sears/Kmart Customer Direct at Sears Holdings Corporation. Before that Shimojima was SVP and CMO at Prudential E-Business Group and the same at Kozmo.com. Earlier in his career he held senior brand management positions at AT&T, Pepsi-Cola and Nestle Foods.



David Placier
Vice President, Consumer Insights & Marketing, Disney Online
TOPIC: The Evolution of CRM: Enhancing Web Site Experiences

David Placier joined the Walt Disney Internet Group (WDIG) in 2002 as the Vice President of Customer Marketing and Analysis. In this position, he lead all customer relationship management efforts at WDIG, including directing development of customer marketing strategy, guiding customer marketing planning and execution for the online businesses of The Walt Disney Company and working with WDIG's technology team in implementing technology solutions. He manages customer marketing and customer care teams in North Hollywood, Calif. and Seattle, Wash. Prior to Disney, Placier was at McKinsey & Co. where, among other business in the marketing practice, he now manages a significant customer relationship marketing consulting project for WDIG.



Mike Moran
Distinguished IBM Engineer, author of *Search Engine Marketing, Inc.*
TOPIC: Internet Marketing by the Numbers

Co-author of the best-selling book *Search Engine Marketing, Inc.*, Mike Moran is an IBM Distinguished Engineer with more than 20 years experience in search technology working at IBM Research, Lotus, and other IBM software units. He led the product team that developed the first commercial linguistic search engine in 1989, and has been granted four patents in search and retrieval technology. He led the original search marketing strategy for ibm.com, as well as the integration of ibm.com's site search technologies. Beyond his search work, Mike has spearheaded ibm.com projects in Content Management, Personalization, and Web Metrics. Mike worked on IBM's Web site for the past eight years and is currently the Product Manager of IBM's OmniFind search product.



Shane O'Neill
Chief Technology Officer, Fandango
TOPIC: Email Marketing: Beyond Newsletters and Confirmation

Shane O'Neill is responsible for Fandango's website engineering, performance and availability, and additionally for internal software development, quality assurance, and technology selection. He brings nearly 15 years of relevant experience developing and delivering Web based direct marketing and customer acquisition solutions. Prior to joining Fandango, O'Neill worked in a variety of technology roles in companies ranging in size and maturity from start-ups to those in the Fortune 500. Most recently he served as the Chief Technology Officer and Vice President for Synapse Group, Inc. (a TimeWarner company) focusing on enterprise architecture, application development and new product offerings.

IN-KIND SUPPORT

Email and Event Registration platforms: eROI (www.eroi.com)
Web Design: Live Axle Interactive (www.liveaxle.com)
Web Hosting: White Horse (www.whitehorse.com)
Web Conferencing: Adobe Acrobat Connect Pro (www.adobe.com)
Printing & Signage: FedEx Kinko's (www.fedexkinkos.com)
Projector: InFocus Corporation (www.infocus.com)
Lead generation platform: i-OP (www.i-op.com)
Post-event evaluation survey platform: SurveyMonkey.com
Audio Conferencing: Integra Telecom (www.integratelecom.com)

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Theme: **The Titans of E**
JULY 17th, 2008

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ABOUT

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 client-side organizations across multiple industries.

www.internetstrategyforum.org