



Internet Strategy Forum Summit

Thursday, July 23, Governor Hotel

Portland, Oregon

Program Schedule as of 07/14/09 (subject to change)

All Times Listed are Pacific Time

Pacific Time 8:00am	-- DOORS OPEN FOR CHECK IN & NETWORKING --
8:30am	Steve Gehlen Founder, Internet Strategy Forum & ISF Summit conference Welcome and Opening Remarks
8:40am	Katherine Durham Vice President of Marketing, Imaging & Printing Group, Americas, Hewlett-Packard TOPIC: Shifting the Digital Marketing Mindset to Harness the Power of an Integrated Approach
9:25am	Sheila Tolle Vice President of Marketing, Intuit Small Business Group TOPIC: Combining eCommerce and Community: It's a New Normal...and, There's No Going Back
10:15am	-- BREAK -- (15 minutes)
10:30am	Lisa Welchman Founding Partner, WelchmanPierpoint TOPIC: A Gossamer Ceiling for Corporate Internet Executives?
11:15am Morning Keynote	Jeremiah Owyang Senior Analyst, Social Computing, Forrester Research TOPIC: The Future of the Social Web
12:00pm	-- LUNCH SERVED AT THE EVENT --
12:50pm Lunch Guest	Steve Gehlen Founder, Internet Strategy Forum TOPIC: Highlights from the Corporate Internet Executive Research Study Report
1:15pm	-- BREAK -- (15 minutes)
1:30pm Afternoon Keynote	Johan Jervøe Vice President of Creative & Digital Marketing Services, Intel Corp. TOPIC: Connecting...
2:15pm	Panel Discussion TOPIC: Adventures in the Internet Presence Ecosystem: Maximizing ROI for Enterprise Services & Tools

3:00pm	-- BREAK – (15 minutes)
3:15pm	Duane Schulz Vice President of Interactive Marketing, Xerox TOPIC: Integrating Your Digital Marketing in the Age of Information Overload
4:00pm	Chris Dill Chief Technology Officer, Portland Trail Blazers TOPIC: Forging Better Collaboration Between IT & Marketing
4:45pm	Wrap-up
5:00pm	Reception for all attendees

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