

# Customer Intelligence Stream AGENDA

Thursday 16 July 2009

09:00	Registration & Refreshments
10:00	<b>Welcome &amp; Introduction</b> Kevin Meachen, Director of Professional Services SAS UK
10:05	ALL DELEGATES TO MOVE TO THE WEST WING
10:15	<b>Keynote: SAS® 9.2 Overview</b> Mark Torr, Director, Global Technology Practice, SAS
10:50	ALL DELEGATES TO MOVE TO STREAM ROOMS
11:00	<b>Managing the Customer Experience in a Downturn Economy</b> Matthew Stainer, Business Development Manager, CI Practice, SAS
11.20	<b>How can you Maximise the Effectiveness of your Internet Marketing?</b> Simon Hughes, Senior Principal Pre-Sales Consultant, SAS
12:10	Lunch and Networking
13:45	<b>Optimising your Marketing Communications Plan</b> Alison Shipperlee, CI Solutions Specialist, SAS
14.15	<b>Dell Case Study</b> Bill LaRoe, COO MRM Supply, MRM Worldwide
15:00	Tea and Coffee Break
15:30	<b>How Marketing Operations Management can Deliver Increased Marketing Effectiveness?</b> Stephan Nobs, President Europe, Assetlink AG
16.20	<b>Stream Summary</b> Matthew Stainer, Business Development Manager, SAS
	ALL DELEGATES TO MOVE TO THE MARQUEE
16.30	<b>Close</b> Nick Houlton, Head of Customer Services, SAS