



TOTAL CUSTOMER MANAGEMENT

Relationship Optimization Summit

April 23-24th, 2012 ★ San Francisco, CA

- Customer Relationship Management
- Customer Insights and Analysis
- Relationship Marketing Optimization
- Customer Intelligence
- Sales and Marketing Alignment



Earn 13 CPE Credits

Summit Agenda: Day One- Monday, April 23rd



Monday, April 23rd

8:00 am Registration & Continental Breakfast

8:30 am **Keynote: Total Customer Management**
Maximize people, processes and technology to meet strategic objectives
 Nick Metcalfe, CRM and Loyalty at **Sony Computer Entertainment America LLC**

9:45 am **Keynote: Integrated Customer Management**
Develop an organizationally integrated approach to customer management and engagement
 David Weinberger, Managing Partner at **CCS Partners**, Former VP Customer Insights at **Georgia Pacific**

	CRM Strategy	Relationship Marketing	Customer Insights
11:00 am	Driving Sales through Customer Analytics <i>Use customer data to identify sales opportunities - collaboratively</i> Greg Tucker, SVP Chief Marketing Officer at Copart	Growing Relationships through Customer Intelligence <i>Use customer knowledge to develop a better understanding of the true needs of your customer and enhance relationships</i> Kim Mai, Senior Manager, Marketing Automation, NetApp	Leveraging Customer Insights for Competitive Advantage <i>Using data for better customer insight and competitive advantage</i> Susan Pignataro, Sr. Director, Customer Experience Solutions Group (CESG) at Cisco
12:00 pm	Lunch & Networking Break		
1:00 pm	Driver-Based Planning for CRM <i>Create more accurate forecasts based on past performance metrics</i> Kyle Bashaw, CRM Advisor, Former CRM Administrator, Center for Executive Education - Haas School of Business - UC Berkeley	Relationship Marketing Mix Optimization <i>Maximize resource allocation for more effective usage of marketing spend</i> Jim Niva, Relationship Marketing Manager: Analytics & Innovation at Genentech	Innovation Enablement through Customer Insights <i>Use customer intelligence to enhance product development, sales, marketing and retention efforts</i> David Weinberger, Managing Partner at CCS Partners, Former VP Customer Insights at Georgia Pacific
2:15 pm	Data-Driven Customer Segmentation <i>Link organizational data with segmentation methodology for improved customer engagement</i> Beatrice Blatteis, CRM Strategy & Marketing Consultant, The Blatteis Group		Customer Feedback Data <i>Streamlining the customer feedback data acquisition process</i> Lisa Nakano, Director, Global Customer Experience, EQUINIX
3:30 pm	Closing Keynote: Sales and Marketing Alignment <i>A strategic approach to integrating sales and marketing activities</i> Steve Bernstein, Principal at WaypointGroup		
4:30 pm	Networking Reception		

Network with colleagues from across industries and functions

Not only do attendees come to learn innovative skills and best practices in customer relationship management, they also come to meet with peers from different industries across the nation. Keeping this in mind, attendees are given a chance to network with colleagues from an array of backgrounds and disciplines.

This unique networking opportunity enhances attendees experience both on site and through subsequent relationships built at the event.





Tuesday, April 24th

8:00 am Registration & Continental Breakfast

8:30 am **Keynote: A Day in the Life of Your Customer**
Understanding your customer to win and keep business
Christine Crandell, President at New Business Strategies

9:45 am **Keynote: Building Customer Analytics into Corporate Strategy**
Integrate customer data into all business functions for more optimal strategic planning
Tracie Scott, Director, CPE Architecture & Analytics at Symantec

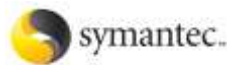
	CRM Strategy	Relationship Marketing	Customer Insights
11:00 am	Relationship (Management) Governance <i>Ensure consistent and proper information handling through a governance framework</i> Chuck Cantrell, CEO at Cantrell & Associates	Integrated Community Management <i>Combine social mediums to gain insight and build brand value</i> Ann Lair, Sr. Business Research Engineer at Eastman Kodak Company	Customer Service Insights for Customer Engagement <i>Utilizing multi-channel customer service to increase business performance and customer engagement</i> Robyn Weeda, Director Program Management Office in Worldwide Support & Customer Experience at Symantec

12:00 pm Lunch & Networking Break

1:00 PM	Leveraging Social CRM <i>A strategic approach to customer engagement and interactions in the Social Media space</i> Sally Falkow, Social Media Strategist at The Proactive Report	Advanced Customer Lifetime Value <i>Expand and extend customer lifetime value by building lifelong customer advocates</i> Amy S. Cheng, Customer Experience Advisor, Loyalty Wins
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2:15 pm **Closing Keynote: Customer Experience Journey**
A multi-industry look into managing the customer experience
Dennis Reno, Vice President, Customer Experience at Oracle

3:30 pm Adjourn



Area, Venue & Travel Information

Total Customer Management 2012

Area – San Francisco International Airport

Located near San Francisco International Airport, our venue provides excellent access to Bay Area transportation as well as all the city has to offer. Altamont Group has on-the-ground knowledge of the area's best restaurants, hotels and shows to maximize your experience outside the Summit.

Hotel and Accommodation Facilities

Our venue's excellent location offers easy access to the entire San Francisco Bay Area. We have scouted locations throughout the region and find that the Westin San Francisco Airport offers excellent accommodations, a unrivaled meeting environment and tremendous value.

Travel

This event is best accessed by-way-of San Francisco International Airport. A hotel shuttle leaves every 20 minutes from SFO, directly to the event location. Oakland International Airport offers another convenient traveling option for our non-local guests and can be accessed by BART trains or taxi cabs.

Venue – Westin SFO

The Westin San Francisco Airport
1 Old Bayshore Highway
Millbrae, CA 94030



Earn CPEs

CPE Credits: 13

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Program Level:	Basic
Delivery Method:	Group-Live
Prerequisites:	None
Advanced Preparation:	None

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HOTELS & RESORTS

Negotiated Room Rate

\$ 149.⁰⁰ / night

Reservations: 1-888-627-8404

*Mention the **Altamont Group Room Block** to the customer service agent to receive this exclusive reduced rate.*

Online Reservations:

<https://www.starwoodmeeting.com/StarGroupsWeb/res?id=1203037420&key=21B8E>

