

Sunday October 13, 2002

9:00 a.m. – 3:00 p.m.	Golf	Ocean Course
12:00 p.m. – 6:00 p.m.	Registration	Main Ballroom Foyer
6:00 p.m – 8:30 p.m.	Welcome Reception for Attendees and Guests	Miramontes, Observatory

Monday October 14, 2002

7:30 a.m.	Registration	Prefunction B+C
7:45 – 8:30 a.m.	Breakfast	
8:30 – 9:00 a.m.	Welcome and Introduction M.R. Rangaswami (Sand Hill Group)	Salon III, IV
9:00 – 9:45 a.m.	Opening Keynote Ed Zander (Sun Microsystems)	
9:45 – 10:15 a.m.	Break	Foyer
10:15 – 10:45 a.m.	Channel & Distribution Strategies Darren Pleasance (McKinsey & Co)	Salon III, IV
10:45 – 11:30 a.m.	Partnerships and Alliances John Morris (Accenture)	
11:30 – 12:15 p.m.	Keynote Kevin Johnson (Microsoft)	
12:15 – 1:15 p.m.	Lunch	Miramar I, II, III

Monday October 14, 2002

1:15 – 2:15 p.m.	“How to Grow In a Down Market” Christopher Lochhead (Lochhead Corp), Rob Burgess (Macromedia), Mike Homer (Kontiki) & Amnon Landan (Mercury Interactive)	Salon III, IV
2:15 – 3:00 p.m.	“Hope Is Not A Strategy” Rick Page (The Complex Sale)	Salon III, IV
3:00 – 3:30 p.m.	Break	
3:30 – 5:15 p.m.	Breakout Sessions Track 1 Sales Salon III, IV	Breakout Sessions Track 2 Marketing Miramar II, III
3:30 – 4:15 p.m.	“Are We Idea Bankrupt?” Murthy Nukala (Sand Hill Group), Mike Starkenburg (Sprout Group) & Paul Treece (Blue Falcon)	“Integrating Marketing and Sales” Chris Roon (Spoke) Bob Wright (Marketing Arts)
4:15 – 4:45 p.m.	“International Roll Out” Heather Colby (Scala)	SMART PR Ed Horst (Amber Point)
4:45 – 5:15 p.m.	Sales Issues Pat Quirk (Peoplesoft) Peter Sobiloff (Insight Venture Partners)	“Successful Repositioning” Michael Schmitt (Ariba)
5:30 p.m.	Cocktail Reception	Prefunction B+C
6:30 p.m.	Dinner for Attendees and Guests	Salon III, IV

Tuesday October 15, 2002

7:30 – 8:00 a.m.	Breakfast	Prefunction B+C
8:00 – 8:45 a.m.	Your Customers Perspective Toby Redshaw (Motorola)	Salon III, IV
8:45 – 9:15 a.m.	Implementing a Successful CRM System Ken Mason (Fujitsu)	
9:15 – 10:00 a.m.	Provocation Based Selling Philip Lay(Chasm Group)	
10:00 – 10:15 a.m.	Break	
10:15 – 11:00 a.m.	Benchmarking Sales and Marketing John Neeson (Sirius Decisions)	
11:00 – 11:45 a.m.	Closing Keynote Quentin Hardy (Forbes)	
11:45 – 12:00 p.m.	Close M.R.Rangaswami (Sand Hill Group)	
12:00 p.m.	Box Lunch	Prefunction B+C