

Agenda



Sunday October 28, 2001

11:00 – 6:00 p.m.	Welcome and Information Office	Salon III
10:00 – 6:00 p.m.	Golf at the Ocean Course	Halfmoon Bay Golf Links
5:00 – 8:30 p.m.	Welcome Reception for Attendees, Spouses, and Guests	Miramontes & Observatory

Monday October 29, 2001

7:30 a.m.	Registration	Salon III Foyer
7:45 – 8:30 a.m.	Continental Breakfast	Salon 1, III Foyer
8:30 – 9:00 a.m.	Welcome and Introduction MR Rangaswami (Sand Hill Group)	Salon 1, II
9:00 – 9:45 a.m.	Keynote Bruce Richardson (AMR Research)	Salon 1, II
9:45 – 10:15 a.m.	Break	Foyer
10:15 – 11:45 a.m.	Breakout Sessions Sales Breakout “A CEO Perspective on Sales” Polly Sumner (Alphablox Corporation Inc.) “Value Based Selling” Joe Prang (Mentor Capital Group)	Miramar 1, II, III
	Marketing Breakout “A 360 Degree View of Enterprise Marketing” Tony Zingale Real – time marketing budget survey “Effective Marketing Spend” Moderator: Chris Roon (Mentor Capital Group) Panelists: Laxman Narasimhan (McKinsey&Co) Marie Jackson (Icarian Inc.) Tara Ryan (Commerce One, Inc.)	Salon 1, II

Monday October 29, 2001

11:45 – 1:15 p.m.	Lunch	Miramontes & Observatory
1:15 - 2:00 p.m.	Keynote David Schmaier (Siebel Systems Inc.)	Salon 1, II
2:00 – 2:45 p.m.	“Marketing leveraged Selling” Richard Currier (Park City Marketing)	Salon 1, II
2:45 – 3:15 p.m.	Break	Foyer
3:15 to 4:45 p.m.	Breakout Sessions Sales Breakout Real-time survey of sales compensation plans, quotas and budgets Strategic Benchmarking Kathleen Hogan (McKinsey & Co) “Budgeting and Planning During an Economic Downturn” Rick Smith (Viafone Inc.) “Sales Management in Tough Times” Pat Quirk (i2 Technologies)	Salon 1, II
	Marketing Breakout Strategic Positioning – Regis McKenna (The McKenna Group) “Repositioning and Morphing” – Case studies Rani Merritt (BEA Systems, Inc.) Bob Wright (Marketing Arts)	Miramar 1, II, III
5:30 to 6:30 p.m.	Cocktail Reception	Salon I, III Foyer
6:30 to 9:00 p.m.	Dinner for Attendees and Guests Dinner talk “How to Add Humor to Your Presentation” Malcolm Kushner (Kushner Group)	Miramar 1, II, III

Agenda



Tuesday October 30, 2001

7:30 – 8:00 a.m.	Continental Breakfast	Salon 1, III Foyer
8:00 – 8:30 a.m.	“PR in the Current Economy” Sabrina Horn (Horn Group)	Salon 1, II
8:30 – 9:15 a.m.	“How, When and from Whom Do We Buy Enterprise Software” CIO panel	Salon 1, II
9:15 – 11:00 a.m.	Breakout Sessions Sales Breakout “Implementing a New Business and Revenue Model” Stephen Richards (Computer Associates International, Inc.) “Strategic partnerships and Alliances” Michael Ellis (i2 Technologies)	Salon 1, II
	Marketing Breakout “Guerilla Advertising” Rick Bennett (RBA) “Effective Product Marketing” Craig Stull (Pragmatic Marketing, Inc.) “To Brand or not to Brand?” David Placek (Lexicon Branding, Inc.)	Miramar 1, II, III
11:00 – 11:45a.m.	“Enterprise Software, a Whole New Ball Game” Keynote Ray Lane (Kleiner Perkins Caulfield & Byers)	Salon 1, II
11:45 – 12:00 p.m.	Close MR Rangaswami (Sand Hill Group LLC)	Salon 1, II
12:00 p.m.	Lunch Choice of sit-down lunch or Box lunch to go.	

