

# Agenda



## Sunday October 28, 2001

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

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## Monday October 29, 2001

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7:30 a.m.	<b>Registration</b>	Salon III Foyer
7:45 – 8:30 a.m.	<b>Continental Breakfast</b>	Salon 1, III Foyer
8:30 – 9:00 a.m.	<b>Welcome and Introduction</b> MR Rangaswami (Sand Hill Group)	Salon 1, II
9:00 – 9:45 a.m.	<b>Keynote</b> Bruce Richardson (AMR Research)	Salon 1, II
9:45 – 10:15 a.m.	<b>Break</b>	Foyer
10:15 – 11:45 a.m.	<b>Breakout Sessions</b> <b>Sales Breakout</b> “A CEO Perspective on Sales” Polly Sumner (Alphablox Corporation Inc.) “Value Based Selling” Joe Prang (Mentor Capital Group)	Miramar 1, II, III
	<b>Marketing Breakout</b> “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

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## Monday October 29, 2001

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

# Agenda



## Tuesday October 30, 2001

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

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