

Business-to-Business

Demand Generation

4th Annual Summit 2007



Discover new advanced tactics in:

- ▶ B-to-B Search Marketing
- ▶ Marketing to the Fortune 500
- ▶ White Papers, Webinars & Podcasts
- ▶ Viral Videos & Contests
- ▶ Web 2.0 for B-to-B
- ▶ Closed Loop Measurement
- ▶ Lead Management

Your choice of two locations:



Boston Seaport
Oct 15-16 (Monday, Tuesday)
*Limit 230 attendees**



San Francisco
Oct 29-30 (Monday, Tuesday)
*Limit 320 attendees**

* Note: Early reservations are strongly recommended. MarketingSherpa Summits usually sell out two or more weeks prior to the event. No last-minute tickets will be available.

“ The MarketingSherpa Lead Gen Summit helped me get a better understanding of RSS, blogs, SEM, email marketing tactics, PR and Web marketing. By showing real-life examples of these elements in action, the Case Studies were particularly helpful to me.”

Philip Corbet, IBM - WW Teleweb

**Visionary
Sponsor:**



All New Agenda for 2007:*

MONDAY (Boston Oct. 15, San Francisco Oct. 29)

7:30-9:00 am - Networking Breakfast

9:00-9:15 am - MarketingSherpa Welcome

Research Data on the Top 5 Challenges for B-to-B Demand Generation Marketers

Discover where the biggest opportunities for positive change are in B-to-B marketing in 2007. Based on data from more than 1,000 real-life marketers.



Presented by:

Sean Donahue

Senior Editor B-to-B Marketing,
MarketingSherpa Inc.

9:15-9:45 am - Case Study

Critical Market Research *Before* You Launch a New Demand Generation Campaign

Do you know why the marketplace says "No" to your sales reps? Is your brand awareness too low? Do prospects understand the ROI? Learn how to research prospects' "no" points so your marketing can counteract the problem.

Presented by:



Scott Gillum

Senior Vice President,
MarketBridge



Bappa Choudhury,

Vice President,
Siemens Medical

9:45-10:15 am - Case Study

PPC Search Campaign Landing Page Design, Testing & Measurement for B-to-B Demand Generation

After keyword selection, your landing page is the most critical factor in a PPC search campaign's success. But measuring test results can be tough due to low-volume clicks, multiple decision makers and long sales cycles. Learn how one marketer tested and improved PPC landing page results.



Presented by:

Angela Tucci

VP Marketing,
Indicative Software

10:30-11:00 am - Case Study

Global B-to-B Search Marketing: How Adobe Conducts Multinational Campaigns

A must-attend if you have prospects outside the USA. Topics covered: regional search engines, translating copy and keywords, and how cultural differences affect search results.

Presented by:



Adobe

Anne Wadia

Senior Marketing
Manager,
Adobe Systems



Ed Kim

CEO,
Red Bricks Media

11:00-11:30 am - Expert Session

Contextual PPC Ads for B-to-B Marketers: How Contextual PPC Differs from Search PPC

Contextual ads (i.e. services such as Google AdWords) can be very powerful for content offers, such as webinars and white papers. However, just because you buy contextual ad clicks from search engines doesn't mean you should use the same keywords, copy and bidding strategies that you do for regular paid search ads.



Presented by:

David Szetela

CEO,
Clix Marketing

11:30-12:00 pm - Expert Session

How to Integrate Salesforce & Other CRM Systems into Google Search Marketing

How does Google's recently announced alliance with CRM systems such as Salesforce affect your campaigns? Get hands-on tips in this session featuring real-life B-to-B campaign screenshots and integration notes.



Presented by:

Todd Miechiels

Internet Marketing Consultant,
Todd Miechiels Inc.

*Note: Although all speakers and topics have been formally confirmed, this agenda is subject to change without notice. We'll be sure to post any changes on our continually updated official Show Site at <http://DemandGenSummit2007.Marketingsherpa.com>

12:00-12:20 pm - Research Results

Research into White Papers, Webinars, Podcasts and Your Prospects

Hear the results of an ongoing study into what business prospects really think of your content offerings. Includes data charts and research-based advice on easy high-impact changes you can make to your campaigns to improve results.



Presented by:
Stefan Tomquist
Research Director,
MarketingSherpa Inc.

12:20-1:50 pm - Networking Lunch

Featuring Roundtable Discussion Groups for Search, Email, Small Budget/Low Budget, global marketing, blogging & podcasting, and other topics TBA.

1:50-2:20 pm- Case Study

Lessons Learned: How Oracle Created Content-Heavy Target Market Microsites

Rather than making one site fit all, Oracle's testing microsites for each specific interest group. Content includes blogs, forums and third party research. Does it work? Find out.

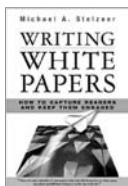


Presented by:
Ken Pulverman
Senior Director, Digital Marketing
Strategy & Analytics,
Oracle Corporation

2:30-3:00 pm - Expert Session

How to Invent White Papers That Prospects Adore

Are your white paper titles compelling enough to attract the attention they deserve? Which white papers work best in syndication? Which do C-level execs prefer? Which topics tend



to go "viral" within a prospect's organization?

Presented by:
Michael Stelzner
Book Author, *Writing White Papers: How to Capture Readers and Keep Them Engaged*

3:00-3:30 pm- Case Study

Blogging, Podcasting, Speaking Gigs, & Book Authorship: How to Generate Leads and Measure ROI as an Authority

Which type of content produces the best leads? Do you have to be in all media, or can you focus on just one? Real-life lessons learned by a business services marketer who has tested a variety of "authority building" platforms for demand generation.



Presented by:
Brian Carroll
Book Author, *Lead Generation for the Complex Sale* and blogger, 'B2B Lead Generation Blog'

3:30-4:00 pm - Case Study

How Agilent Technologies Used Surveys to Improve Email Newsletters Read by 250,000 Execs in 7 Languages

Inspirational session on how to use a survey to increase satisfaction scores (not to mention open and click rates) for your email newsletter. Includes regional differences in the types of content business execs want, and tips on customizing a newsletter to suit each recipient's particular interests.



Presented by:
Bryan Thompson,
eMarketing Manager,
Agilent Technologies Inc.

4:00-4:30 pm - Case Study

Viral Videos: How to Generate & Measure New Leads

Get the behind-the-scenes story of how an award-winning, B-to-B video campaign was created and went viral online. Most importantly, discover how campaign results were accurately tracked and how results compared to white papers, webinars, blogs and other more standard lead gen campaigns to the same audience.



Presented by:
Pam O'Neal
Director of Marketing Communications,
NetQos Inc.

continued ►►

Agenda continued

4:30-5:00 pm - Case Study

How to Promote Your B-to-B Lead Generation Contest so It Goes Viral

No matter how clever and compelling, lead gen offers almost never go viral on their own. You have to seed your campaign with mentions across the Web. Learn how one team wielded a wide variety of hotlinks, PR mentions, and Web 2.0 tactics to get the word out. This viral campaign is a MarketingSherpa award winner.



Presented by:

Denise Sparks

Director Demand Generation,
Exeros Inc.



5:15-7:00 pm
Networking Cocktail Party

TUESDAY (Boston Oct. 16, San Francisco Oct. 30)

7:30-9:00 am- Networking Breakfast

9:00-9:30 am - Case Study

How to Market to C-Level Decision Makers in the Fortune 500

The Fortune 500 C-Suite are the most-targeted execs in America. How can your campaign break through the clutter (not to mention past the gatekeeper)? Find out how a real-life marketer cracked the challenge. Case Study includes strategy, creative samples and results metrics.

Presented by in Boston:



Erin McAllister
Director Digital
Strategy and
Marketing,
Unisys



Niharika Shah
Director
Strategy Practice,
imc2



Presented by in San Francisco:

Michael Janis
SVP, Global Sales and Marketing,
The Hackett Group

9:30-10:00 am - Expert Session

Influencing the Industry Influencers: What to Know – and Who to Know – to Win Business with the Fortune 500

Word of mouth is consistently voted – by the prospects themselves – as the most important way they find out about vendors. However, for Fortune 500 companies that word may not come from within the organization. Turns out attorneys, industry analysts, and top consultants may be the most important “prospects” your marketing has to impress. Discover how.



Presented by:

Kevin Young

SVP Marketing Operations,
LandAmerica Financial Group Inc.

10:00-10:30 am - Research

New Research: How to Increase Reseller & Dealer Loyalty and Improve Your Channel Marketing Results

Do you sell via VARs, distributors, dealers, and other third parties? Then you have to optimize your marketing not just for the marketplace, but also to the channel itself. New useful data will help you plan your channel strategy for 2008.



Presented by:

Tim Curran

President,
Global Technology Distribution Council

10:45-11:15 am - Case Study

Demand Generation & Account Penetration: How EMC Starts New Conversations with Big Customers

Are your cross-selling/upselling efforts as strong as they could be? How about your internal-client evangelism efforts? Use this Case Study as your jumping-off point to brainstorm new ways you can get more sales from your best prospects – your current customers.



Presented by:

Liz Thibeault

Senior Marketing Programs Manager,
EMC Corporation

11:15-11:45 pm - Expert Session

B-to-B Demand Generation Programs in Asia Pacific: What Works, What Doesn't – Lessons Learned from Novell

Hands-on advice and insider tips from a US marketer who just spent 18 months in the field, revamping lead generation programs across the Asia Pacific, including Japan, Greater China, Korea, and India.



Presented by:

David Bebko

VP Marketing Strategy & Planning,
Novell Inc.

11:45-12:15 pm - Research

New Research: How to Market to Small Business Leads (SMBs) via Web 2.0

Hear the results of research conducted summer 2007 into SMB attitudes toward blogs, Wikis, podcasts, social media, forums, and other Web 2.0 tactics. Should be useful when planning your budget for 2008.



Presented by:

Stu Richards

CEO,
Bredin Business Information Inc.

12:15-1:30 pm - Networking Lunch

Featuring Roundtable Discussion Groups for Search, Email, Small Budget/Low Budget, global marketing, blogging & podcasting, and other topics TBA.

1:30-2:00 pm - Research

New Research: Lead Response Management – How Much Time Do You Have Before Web-Generated Leads Go Cold?

Are your newly generated leads sitting on the table for too long before someone contacts them? University-backed research being conducted this summer reveals how long is too long, and, more specifically, when a web-generated lead is the most "hot" and likely to be converted. Optimum response time will be broken down by offer type (white paper vs. webinar, etc.) and by industry.



Presented by:

Dave Elkington

CEO
InsideSales.com

2:00-2:30 pm - Case Study

How to Create Lead Management Systems, Nurturing Tactics & Closed Loop Measurement from the Ground Up

If your lead management systems need an overhaul, don't despair. More than 50% of B-to-B marketers report the same problem. A real-life marketer will share his toughest lessons learned in the lead systems overhaul battle. Includes tips on creating a one-glance dashboard, winning over the sales department, picking vendors to create a closed-loop system, and convincing corporate to pay for it all.

Presented by:

Bill Rozier

VP Global Marketing,
Ciena Corporation

ciena.

2:45-3:45 pm - Interactive Panel

Lead Management Systems, Lead Nurturing & Campaign Measurement

Congratulations, your marketing just produced a new lead! Now, what's next? This panel of real-life marketers will reveal behind-the-scenes tips for selecting lead management technology; tying back-end systems together; knowing when and how to nurture particular leads; getting equal feedback from the sales department; and measuring campaign results during long sales cycles over multiple marketing channels.

Panel Members:



Michele McMahon

VP OnDemand
Operations,
Procuri Inc.



Gwen Avery

Senior Marketer,
TELUS



Jennifer Jurgens

VP Client Services,
MarketNet
Services, LLC.



Anita O'Malley

Marketing
Director,
Innovativ Inc.
Boston-Only

Ginger Stegmier

LeanLogistics Sales & Marketing
Boston - Only



Patrick Hart

Director Field Marketing,
SAP Canada Inc.
San Francisco - Only



3:45-4:30 pm - Open Floor Interactive Q&A Session

Ask Your Biggest Unanswered Questions

In this final 2.0-style session, you become the panel as audience members can ask any B-to-B marketing question they want ... as well as volunteering to answer your fellow attendees' questions. If there's a topic or marketing challenge the Summit's left unaddressed, here's your chance to get answers from your peers.

Past Attendees Include:

Abacus Solutions LLC	KnowledgeStorm
Acquirex	L2
Active Ingredients	LANDesk Software
ActiveConversion.com	Leopard
Adobe Systems, Inc.	LifeSize Communications
ADP Retirement Services	Lombardi Software
Allianz Global Risk US	Made2Manage Systems Inc.
Alvarion, Inc.	Marketo
Applied Biosystems	Marketo Inc.
Applied Industrial Technologies	MarkMonitor
Apriso Corporation	Massini Group
Armstrong World Industries	Matrikon Inc.
Astoria Software	Maxim Integrated Products
Attentix	McKesson Corporation
Autodesk	Mentor Graphics
Avocent	Meridian Systems
BAO	Metia
BEA Systems	Minco
BuildSite LLC	MRO Software
Business OnLine	MVPCollaborative
Captaris	NeoScale Systems
Caterpillar Inc.	NetIQ
CCI	Netli
Centric Software	NetLine Corporation
Check Point Software Technologies	NetPro
Cisco Systems	NetSimplicity
Citrix Online	New Century Mortgage
ClearGauge	Nicholson Kovak Inc.
CMP Technology	Nokia
CNET Networks	Omniture
Comergent Technologies Inc.	ON24
Convio	Opsware
Cornerstone Communications	Optimost
DataFlux	Panasonic System Solutions
Demandbase, Inc.	Company of America
DigitalGrit, inc	PayCycle
Dow Pharmaceutical Sciences	Pearson & Co
Dupont	Pilot Software
eFax - j2 Global Communications	Planview Inc.
Elastic Path Software	Quovadx
Eloqua	Radisys Corporation
EmailLabs	Rainmaker Systems
Embarcadero Technologies	RBS Interactive
EMC Corporation	Reactr.com
Emerson Process Management	Rhino Marketing
Enviance	SafeNet Inc.
Epicor	Salesforce.
ESRI	salesforce.com
Exact Target	SearchMar Inc.
Exeros, Inc.	Sendmail Inc
Extended Presence	Sony Electronics - Business
F5 Networks	Speakeasy
Fargo Electronics	Spelling Communications
Fortify Software	Sun Microsystems
FreedomVOICE Systems	SunGard AvantGard
Freeze.com	Sybase
Frontline Systems	Symbol
Genius Inc.	Symbol Technologies Inc
GlobeXplorer	Symmetricon
Goodmail Systems	Tektronic Inc.
Guidewire Software Inc.	Telelogic
HelpSystems Inc.	TeleNet Marketing Solutions
Hewlett-Packard Co.	The Lead Dogs
Hitachi Data Systems	The Online 401(k)
IBM	Thunderhead Ltd.
IBM Software	UnitedHealth Group
Instill	Vmware
Interwoven	Voxify
Intuit	Webmarketing123.com
Juniper Networks	Witness Systems
Kamelio	Yesmail
KeyMark Inc.	

Networking



4 Ways to Network with Your B-to-B Marketing Peers

#1. Networking Breakfasts - Come early, informal networking begins over bagels and coffee at 7:30 am Monday and Tuesday.

#2. Networking Lunches - Featuring Roundtable Discussions with Experts on: Search Marketing, Email Marketing, Global/Multinational Campaigns, Tight-Budget Marketing, and Blogging & Podcasting.

#3. Networking Cocktails - Monday Night, Drinks and Hors d'ouvres Included.

#4. Best-of-Breed B-to-B Marketing Services & Suppliers:

During breaks, take a stroll around the Summit lobby to meet best-of-breed services to help you improve your campaigns, including:

Visionary Sponsor (Both Coasts):

CDC MarketFirst

Boston Trendsetter Sponsor:

KnowledgeStorm

San Francisco Trendsetter Sponsor:

Vtrenz, a Silverpop Company

Innovator Sponsor (Both Coasts):

NetLine Corp

Tabletop Exhibitors:

Active Conversion
 Compendium Software
 Eloqua
 HubSpot
 Market2Lead
 Marketo
 Newspeed
 Offermatica
 ON24
 Solution Publishing
 The Lead Dogs
 Zoom Information Inc.

About MarketingSherpa

MarketingSherpa is a research firm publishing award-winning Case Studies, Benchmark Guides and know-how materials for the marketing profession. 237,000 marketing executives read MarketingSherpa every week.

Praised by The Economist, Harvard Business School's Working Knowledge Site and Entrepreneur.com among others, MarketingSherpa conducts research into what's working in marketing (and what's not).



Risk-Free Reservation Form

Hurry: Tickets will sell out!

YES! I want to improve my demand generation results and lead management systems by using the newest proven tactics. My B-to-B Summit Ticket includes two days of intense all-new sessions, networking breakfasts, lunches, and an exclusive cocktail party with hundreds of my B-to-B marketing peers.

Ticket reserved for:

Name

Company

Title

Address

City ST/Province

Country Zip/Postal

Phone Number (in case of questions)

Email (we value your privacy)

Additional tickets reserved for:

Name #1 Title

Email

Name #2 Title

Email

Name #3 Title

Email

Reservation Options:

	Price	#Tickets	Total
<input type="checkbox"/> Boston – Oct. 15-16	\$1495		
<input type="checkbox"/> San Francisco – Oct. 29-30	\$1495		
TOTAL			

Risk Free Payment:

Charge my:

MasterCard Visa AMEX

Card# Exp. Date

Print Cardholder Name

Signature

OR

Bill Me* Check Enclosed to MarketingSherpa Inc.
 499 Main Street, Warren, RI 02885
* Billing: I understand I will not receive my Tickets until payment is received. Mailing address is needed for invoicing.

CODE: MS9318

100% Satisfaction Guarantee

Your Summit tickets are 100% money-back guaranteed. You can change the name on your tickets up until 24 hours prior to the event – with no additional service charge. You may also cancel for a 100% money-back refund if you (a) cancel at least 10 days prior to the Summit or (b) attend both days and are not satisfied. Our goal is to keep you satisfied so you'll attend more MarketingSherpa Summits in the future!

499 Main Street, Warren, RI 02885
phone: 877.895.1717 • fax: 401.247.1255
<http://2007DemandGenSummit.MarketingSherpa.com>

For group rates please contact Sharon Hamner at 401-247-7655 or SharonH@MarketingSherpa.com



Boston Seaport
Oct 15-16, 2007
Monday-Tuesday

Seaport Hotel, 200 Seaport Boulevard,
Boston, MA 02210 • (617) 385-4000

Discounted Reservation: Deadline September 14, 2007
www.seaportboston.com • Discount Code: MARK07



San Francisco
Oct 29-30, 2007
Monday-Tuesday

The Westin San Francisco Market Street, 50 Third Street
San Francisco, CA 94103 • (415) 974-6400

Discounted Reservation: Deadline September 28, 2007
www.SFdiscount.MarketingSherpa.com

