



8:30 AM	Registration, welcome coffee	
9:30 AM	Keynote Katherine Kostereva, CEO and Managing Partner, bpm'online	
10:00 AM	Process-driven CRM: a new level of agility for marketing, sales and service Michael Rooney, SVP and General Manager, bpm'online	
11:00 AM	Coffee break	
11:30 AM	Guest of Honor Speech Customer engagement: offered by the company, chosen by the customer Paul Greenberg, the author of the best-selling 'CRM at the Speed of Light', Managing Principal of The 56 Group, LLC	
12:30 PM	Interactive session Moderated by Paul Greenberg	
1:00 PM	Lunch, networking in demo zone	
2:00 PM	<div style="border: 1px solid blue; padding: 5px; text-align: center;">BUSINESS TRACK</div> <p>Workshop Digital strategy and CRM: the recipe to achieve CRM success Barton Goldenberg, CRM pioneer, founder & president of ISM, Inc. and author of 'The Definitive Guide to Social CRM'</p>	<div style="border: 1px solid orange; padding: 5px; text-align: center;">TECHNOLOGY TRACK</div> <p>Just do IT: 5 steps for easy and quick start with the CRM software Step #1: Leverage user customization in its best – create personalized solution for optimum efficiency with no programming involved. Step #2: Explore the benefits of process-driven CRM technologies. Step #3: Gear up for smooth operations: migrate data, customize the system's look and feel, set up sections and workplaces.</p>
3:30 PM	Coffee break	
4:00 PM	<p>4:00 PM Managing global CRM roll-out in a unique business environment David Martin, Consultant to Brunswick Group</p> <p>4:20 PM Winning with a single vendor partner strategy Samuel Tilley, Managing Director, Agovo</p> <p>4:40 PM Process-driven CRM vs. traditional CRM Michael Rooney, SVP and General Manager, bpm'online Andie Dovgan, Business Development Director, bpm'online</p>	<p>4:00 PM Step #4: Complete fast and seamless integrations with easy to follow step-by-step instructions. Step #5: Obtain analytics you need with smart dashboards, charts and reports – get all the vital data at your fingertips.</p>
5:00 PM	Networking cocktail & demo zone	