

ROAD TO REVENUE TOUR



ORACLE | eloqua.

Utrecht – 10 October 2013

Time	Topic	Speaker
08:30	Registration	
08:30-09:00	Breakfast	
09:00-09:05	Event Welcome	<i>Sylvia Jensen, Oracle Eloqua</i>
09:05-09:30	How Modern Marketing Works	<i>Yorick Astier, Oracle</i>
09:30-10:00	Customer Success Story	<i>Martin Pietersen, Atos</i>
10:00 – 10:30	Eloqua Product Spotlight	<i>Marc Dirks, Oracle</i>
10:30-11:00	Networking Coffee Break	
11:00-11:30	Eloqua AppCloud in Action: FabChat Proactive, Human Driven Engagement That Integrates and Books Your Eloqua Campaigns	<i>Lionel Dewier, LeadFabric</i>
11:30-12:00	The Transformation of Maersk Lines Social Media	<i>Jonathan Wichmann, Wibroe, Duckert and Partners</i>
12:00	Event Wrap-Up	<i>Sylvia Jensen, Oracle Eloqua</i>