

ROAD TO REVENUE TOUR



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Austin - September 12, 2013

Time	Topic	Speaker
8:30	Registration	
8:30-9:00	Breakfast	
9:00-9:05	Event Welcome	<i>Heather Foeh, Oracle Eloqua</i>
9:05-9:30	How Modern Marketing Works	<i>Alex Shootman, Oracle Eloqua</i>
9:30-10:00	Customer Success Story	<i>Kurt Weisenberger & Megan Lueders, Lifesize Communications</i>
10:00 – 10:30	Eloqua Product Spotlight	<i>Taha Sheikh, Oracle Eloqua</i>
10:30-10:45	Networking Coffee Break	
10:45-11:15	Eloqua AppCloud in Action: Nurture Visitors with AdFocus	<i>Chris Mann and Amanda Halle, Bizo</i>
11:15-11:30	What's On Your Mind?: Ask Your Eloqua Questions	<i>Heather Foeh, Oracle Eloqua</i>
11:30-12:00	Customer Success Story: Markies	<i>Stephanie Logerot, National Instruments</i>
12:00-12:30	Eloqua Best Practices Session (Reporting)	<i>Beth Lambert, Oracle Eloqua</i>
12:30-1:15	Lunch	
1:15-1:30	Event Wrap-Up	<i>Heather Foeh, Oracle Eloqua</i>