

ROAD TO REVENUE TOUR



ORACLE | eloqua.

Zurich – 5 December 2013

| Time | Topic | Speaker |
|---------------|---|--|
| 08:30 | Registration | |
| 08:30-09:00 | Breakfast | |
| 09:00-09:05 | Event Welcome | <i>Heather Foeh, Oracle Eloqua</i> |
| 09:05-09:30 | How Modern Marketing Works | <i>Heike Neumann, Oracle Eloqua</i> |
| 09:30-10:00 | SRM Customer Success Story | <i>Johan Rook, Oracle</i> |
| 10:00 – 10:30 | Eloqua Product Spotlight | <i>Raj Balasundaram, Oracle Eloqua</i> |
| 10:30-11:15 | Networking Coffee Break | |
| 11:15-11:45 | Eloqua AppCloud in Action: Kapost Cloud Connector | <i>DemandGen AG</i> |
| 11:45-12:00 | What's On Your Mind?: Ask Your Eloqua Questions | <i>Heather Foeh, Oracle Eloqua</i> |
| 12:00-12:30 | Eloqua Best Practices Session (Reporting) | <i>Rob Heerdegen, Oracle Eloqua</i> |
| 12:30-13:00 | Customer Success Story | <i>Hubertus Devroye, Dow Europe GmbH</i> |
| 13:00-13:45 | Lunch | |
| 13:45 | Event Wrap-Up | <i>Heather Foeh, Oracle Eloqua</i> |