

ROAD TO REVENUE TOUR



08:30 - 09:00	Registration				
	Networking Breakfast				
Time	Topic	Presenter			
09:00 - 09:05	Welcome	Heather Foeh, Oracle Eloqua			
09:05 - 09:15	Opening	Kevin Akeroyd, Oracle Eloqua			
09:15 - 09:45	Keynote	David Dorling, Swiss Post Solutions			
09:45 - 09:50	Transfer to Streams				
Marketing Stream			Sales Stream		
Time	Topic	Presenter	Time	Topic	Presenter
09:50 - 10:20	How Modern Marketing Works	Yorick Astier, Oracle	09:50 - 10:20	Maximise revenue and Optimise Sales Performance	Neil Pridham, Oracle
10:20 - 10:50	Eloqua Product Spotlight	Nick Dennis, Oracle Eloqua	10:20 - 10:50	Road to Revenue – Customer Success from a Sales Perspective	TBC
10:50 - 11:20	Networking Coffee Break				
11:20 - 11:50	Eloqua AppCloud in Action: How to Enhance Your Results with SMS Marketing	Abdul Hamid Ebrahim, simplecall sms (Zamir Telecom)	11:20 - 11:50	Hit Your Target with No Surprises	Neil Pridham, Oracle
11:50 - 12:15	Solving Your Content Crisis	James Paden, Oracle Compendium	11:50 - 12:20	Sell More Anywhere, Anytime, Any Device	Chris Tomkins, Oracle
12:15 - 12:45	Eloqua Best Practices Session (Reporting)	Rob Heerdegen, Oracle Eloqua	12:20 - 12:45	How Social Tools Drive Greater Revenues	Johan Rook, Oracle
12:45 - 13:00	Customer Success Story	Peter Kilinc, Thermo Fisher Scientific	12:45 - 13:00	What's On Your mind? Q&A	
13:00 - 14:00	Networking Lunch				