

ROAD TO REVENUE TOUR



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Brussels – 8 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	SRM Customer Success Story	<i>TBD</i>
10:00 – 10:30	Eloqua Product Spotlight	<i>Marc Dirks, Oracle</i>
10:30-11:15	Networking Coffee Break	
11:15-11:45	Eloqua AppCloud in Action: FabChat Proactive, Human Driven Engagement That Integrates and Books Your Eloqua Campaigns	<i>Lionel Dewier, LeadFabric</i>
11:45-12:00	What's On Your Mind?: Ask Your Eloqua Questions	<i>Sylvia Jensen, 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>Liliana Dolic, Alcatel Lucent</i>
13:00-13:45	Lunch	
13:45	Event Wrap-Up	<i>Sylvia Jensen, Oracle Eloqua</i>