

ROAD TO REVENUE TOUR



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Washington DC – W DC - June 11, 2013

Time	Topic	Speaker
12:00	Registration	
12:30-1:00	Lunch	
1:00-1:05	Event Welcome	<i>Jocelyn Brown, Oracle Eloqua</i>
1:05-1:30	How Modern Marketing Works	<i>John Stetic, Oracle Eloqua</i>
1:30-2:00	Customer Success Story	<i>Kristin Connell, Deltek</i>
2:00 – 2:30	Eloqua Product Update	<i>Egan Cheung, Oracle Eloqua</i>
2:30-3:15	Networking Coffee Break	
3:15- 3:45	Eloqua AppCloud in Action: Using Interactive Content to Drive Leads, Qualify and Nurture	<i>Seth Lieberman, SnapApp</i>
3:45-4:00	What's On Your Mind?: Ask Your Eloqua Questions	<i>Jocelyn Brown, Oracle Eloqua</i>
4:00-4:30	Customer Success Story: Markies	<i>Greg Huckabee, Genworth Financial</i>
4:30-5:00	Eloqua Best Practices Session (Reporting)	<i>Justina Allen, Oracle Eloqua</i>
5:00-5:15	Event Wrap-Up	<i>Jocelyn Brown, Oracle Eloqua</i>
5:15-6:30	Networking Reception	