

# Your LENSER Summit at-a-glance



## Day One – Wednesday, September 22, 2010: Concurrent Workshops

- 1:00pm-4:45pm **Concurrent workshops** – four per time slot. Details on p. 6.
- 4:45pm-5:30pm Hors d’oeuvres reception at the Embassy Suites
- 6:00pm-9:00pm Welcome party at John and Marcia Lenser’s house

## Day Two – Thursday, September 23, 2010: General Sessions

- 7:15am-8:00am Breakfast round tables
- 8:00am-8:15am Opening remarks. John Lenser, President, LENSER
- 8:15am-9:00am **Keynote: Creating Customer-Centric Organizations.** David Williams, CEO, Merkle
- 9:00am-9:45am How Customer Intelligence Becomes a Strategic Weapon. Michelle Farabaugh, Partner, LENSER
- 9:45am-10:00am Break
- 10:00am-10:45am Creating a Cutting-Edge In-House SEO Program. Jessica Bowman, President, SEOinhouse.com
- 10:45am-11:15am Email Marketing: What’s Working. What’s Not. Jude Hoffner, VP Client Services, LENSER; Larry Kavanagh, CEO, D.M.insite
- 11:15am-12:00pm Mobile Marketing: Are You Ready for the New Frontier? Michael Ricci, VP Mobile Practice Leader, Merkle; Dick Goldsmith, Chairman, The Horah Group
- 12:00pm-1:00pm Lunch and networking
- 1:00pm-2:00pm **Keynote: The Future of Social Media: Everything Old Is New Again.** Andrew Davis, Chief Strategy Officer and Co-Founder, Tippingpoint Labs
- 2:00pm-2:45pm Play in the Brand (It’s Profitable!) Andrea Syverson, President, IER Partners
- 2:45pm-3:15pm Refreshment break
- 3:15pm-5:00pm Challenges Facing the Print Model: Postage, Taxes, Privacy & Paper. Hamilton Davison, Executive Director, ACMA; David Mastervich, Manager Catalogs, Periodicals & Saturation Mail, USPS; Tim Eliason, Vice President, Graphic Communications
- 5:45pm Buses leave for dinner at the Corinthian Yacht Club, Tiburon

## Day Three – Friday, September 24, 2010: General Sessions

- 7:30am-8:30am Breakfast round tables
- 8:30am-9:15am **Keynote: It’s the Merchandise.** Jim Alexander, Principal, Alexander & Co., LLC.
- 9:15am-10:00am Understanding What Media Are Working: Campaign Analytics. Al Bessin, Partner, LENSER
- 10:00am-10:30am Keeping It Clean: Why Address Integrity Is Critical. Rod Ford, CEO, CognitiveDATA
- 10:30am-10:45am Break
- 10:45am-11:30am Great Marketing Features from LENSER Clients’ Sites. Bill Nicolai, Senior Partner, LENSER
- 11:30am-12:15pm **Keynote: Owning the Customer, Not the Channel: A Multi-Touchpoint View of Marketing.** Ken Burke, CEO, MarketLive
- 12:15pm-12:30pm Closing remarks. John Lenser, President, LENSER
- 12:30pm-1:30pm Lunch and networking

## Day Three – Friday, September 24, 2010: Optional Events

- 1:30pm-6:30pm LENSER Napa County Winery Tour
- 1:30pm-6:30pm LENSER Golf Outing at Peacock Gap Golf Club
- 1:30pm-4:30pm LENSER Docent-Led Tour of SFMOMA