



CONFERENCE AGENDA* At-A-Glance

Show Date: November 12, 2009 • Show Hours: 10:00 a.m. – 5:30 p.m. (ET)

DIAMOND SPONSOR:



PLATINUM SPONSOR:



GOLD SPONSOR:



| Time | Session | Speaker(s) |
|--------------------|---|---|
| 10:00 – 10:30 a.m. | Conference opening, orientation, profile building | N/A |
| 10:30 – 11:15 a.m. | Keynote – Email Marketing by the Book Sponsor: Bronto | Introduction: Melissa Campanelli Editor-in-Chief eM+C, eMarketingandCommerce.com Jeanniey Mullen CMO, Zinio and Founder, Email Experience Council |
| 11:30 a.m. | ON-DEMAND PRESENTATIONS AVAILABLE On-demand webinar – Customer Connections: Using Email and Social to Build Your Fan Base Sponsor: adMail.NET | Introduction: Melissa Campanelli Editor-in-Chief eM+C, eMarketingandCommerce.com Moderator: Stephanie Miller Vice President of Market Development Return Path Jason Baer Founder Convince & Convert Stacey Kane Marketing Director California Tortilla |
| | | Moderator: Melissa Campanelli Editor-in-Chief eM+C, eMarketingandCommerce.com Denise Cox Email Newsletter Specialist Newsweaver Scott Barnett Senior Manager Marketing Programs, Citrix Online |
| 11:30 – 12:00 p.m. | Live eChat – Join Stephanie Miller , Vice President of Market Development, Return Path; Jason Baer , Founder, Convince & Convert; Stacey Kane , Marketing Director, California Tortilla in the Networking Lounge for an eChat. | Moderator: Melissa Campanelli Editor-in-Chief eM+C, eMarketingandCommerce.com |
| 12:30 p.m. | Email Gone Viral – Extending Reach Through Social Sharing Brought to you by: Silverpop | Loren McDonald Vice President of Industry Relations Silverpop |
| 12:15 – 12:45 p.m. | Coffee break in exhibit hall | |



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| 12:45 – 1:15 p.m. | eChat in the Networking Lounge – Deliverability Q&A |  Moderator: Melissa Campanelli Editor-in-Chief <i>eM+C</i> , eMarketingandCommerce.com  Dennis Dayman Chief Privacy Officer Eloqua Corp. |
| 1:15 p.m. | Grow Your Business With Campaigner Email Marketing Brought to you by:  |  Melanie Attia Product Marketing Manager Campaigner |
| 1:30 – 2:30 p.m. | Live webinar – How and Why to Acquire More Email Subscribers Sponsor:  |  Moderator: Melissa Campanelli Editor-in-Chief <i>eM+C</i> , eMarketingandCommerce.com  Arthur Middleton Hughes Senior Strategist e-Dialog |
| 2:30 – 3:00 p.m. | Ice Cream Break in the Exhibit Hall  | First 100 attendees who enter the exhibit hall will receive a coupon for a FREE pint of Ben & Jerry's ice cream! |
| 3:00 – 3:45 p.m. | Live Audio Chat – Design/Creative: A Best Practices Checklist Sponsor:  |  Moderator: Melissa Campanelli Editor-in-Chief <i>eM+C</i> , eMarketingandCommerce.com  Megan Walsh Email Marketing Manager Williams-Sonoma |
| 4:00 – 4:45 p.m. | Keynote – Viruses, Worms, Trojan Horses, Oh My!: The Essential Guide to Email Security |  Introduction: Melissa Campanelli Editor-in-Chief <i>eM+C</i> , eMarketingandCommerce.com  David Gewirtz Online Security Expert and Author of "Where Have All the E-mails Gone." |
| 5:00 – 5:30 p.m. | Live eChat – Join Melissa Campanelli, Editor-in-Chief of eM+C, in the Networking Lounge for an e-chat with the afternoon Keynote speaker |  Moderator: Melissa Campanelli Editor-in-Chief <i>eM+C</i> , eMarketingandCommerce.com  David Gewirtz Online Security Expert and Author of "Where Have All the E-mails Gone." |

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