



2013 Conference Theme:

Connecting The Dots - How a Customer Advisory Board (CAB) can drive Strategic Growth

AGENDA:

- 8:15 Continental Breakfast & Networking
- 9:00 Meeting Objectives
- 9:10 MarCom & Branding Strategies to elevate CABs
David Coates, Marketing Manager, Customer Programs, Iron Mountain
- 10:10 Refreshment Break
- 10:25 Global CAB Management
Donna Cobb, Director of Customer Advisory Programs, AT&T
- 11:25 A Simple IDEA To Show A CAB's Value
Niall Fahy, Manager Customer Marketing Programs, Oracle
- 12:25 Lunch
- 1:30 Why CABs Fail
Eyal Danon, Founder, Ignite Advisory Group
- 2:30 PANEL DISCUSSION: Experts tackle top issues from our Member Survey:
Agenda Creation, ROI, Staffing, Insight analysis, Virtual Meetings, Facilitation Tips
Gowri Shanker, Snr Mgr, Corporate Marketing - HCL Technologies
Alison Tate, Snr Program Manager - Adobe
Vince Fiano, AVP, Market Research Advisory Manager - PNC Bank
- 3:30 Refreshment Break
- 3:45 ROUNDTABLE DISCUSSIONS:
Use Cases for CABs in Software, Technology, Finance and Healthcare industry verticals
- 4:45 Meeting Summary
- 5:00 Meeting Close