

ROAD TO REVENUE TOUR



Salt Lake City April 11, 2013 – Grand America

Time	Topic	Presenter	Speaker
8:30	Registration		
9:30-9:00	Breakfast		
9:00-9:05	Event Welcome	Host	Heather Foeh
9:05-9:30	How Modern Marketing Works	Eloqua Executive	Alex Shootman
9:30-10:00	Customer Success Story	Customer	TBD
10:00 – 10:30	Eloqua Product Update	Eloqua Speaker	Andrew Stanbridge
10:30-11:00	Eloqua AppCloud in Action: Using Display Nurturing to Accelerate Buying with AdFocus	Eloqua Partner	Scott Fehr, Director, Solutions Consulting, Eloqua
11:00-11:15	Coffee Break		
11:15-11:45	Customer Success Story: Markies	Customer	Scott Logan, InContact
11:45 – 12:00	Professional Services Case Study	Eloqua Speaker	TBD
12:00-12:45	Lunch Presentation: Eloqua Best Practices Session (Reporting)	Eloqua Speaker	Sarah Hums
12:45 – 1:00	Event Wrap-Up	Host	Heather Foeh