

ROAD TO REVENUE TOUR



TORONTO MARCH 20, 2013 – THOMPSON TORONTO

Time	Topic	Presenter	Speaker
8:30	Registration		
9:30-9:00	Breakfast		
9:00-9:05	Event Welcome	Host	Jody Mooney
9:05-9:30	Defining the Modern Marketer	Eloqua Executive	TBD
9:30-10:00	Customer Success Story	Customer	Imran Syed, BAASS Business Solutions Inc.
10:00 – 10:30	Eloqua Product Update	Eloqua Speaker	TBD
10:30-11:00	Eloqua AppCloud in Action: Tracking Video Views and Leveraging Video for Lead Generation.	Eloqua Partner	Ian Hutchinson, Video Marketing Specialist, Vidyad
11:00-11:15	Coffee Break		
11:15-11:45	Customer Success Story: Markies	Customer	David Seaton, OpenText
11:45 – 12:00	Professional Services Case Study	Eloqua Speaker	TBD
12:00-12:45	Lunch Presentation: Eloqua Best Practices Session (Reporting)	Eloqua Speaker	TBD
12:45 – 1:00	Event Wrap-Up	Host	Jody Mooney