

# ROAD TO REVENUE TOUR



ORACLE® | eloqua.

Toronto March 20, 2013 – Thompson Toronto

| Time          | Topic  | Presenter        | Speaker  |
|---------------|--|------------------|--|
| 8:30          | Registration   |                  |  |
| 8:30-9:00     | Breakfast  |                  |  |
| 9:00-9:05     | Event Welcome  | Host             | Jody Mooney  |
| 9:05-9:30     | How Modern Marketing Works   | Eloqua Executive | Karen Pisha  |
| 9:30-10:00    | Eloqua on Eloqua: Marketing Automation Outside the Box                                   | Eloqua Speaker   | Andrew Stafford                                    |
| 10:00 – 10:30 | Eloqua Product Update  | Eloqua Speaker   | Stephen Streich                                    |
| 10:30-10:45   | Coffee Break   |                  |  |
| 10:45-11:15   | Eloqua AppCloud in Action: Tracking Video Views and Leveraging Video for Lead Generation | Eloqua Partner   | Ian Hutchinson, Video Marketing Specialist, Vidyad |
| 11:15 – 11:30 | What's On Your Mind?: Ask Your Eloqua Questions  | Host             | Jody Mooney  |
| 11:30-12:00   | Customer Success Story: Markies  | Customer         | David Seaton, OpenText                             |
| 12:00-12:45   | Lunch Presentation: Eloqua Best Practices Session  | Eloqua Speaker   | Ryan Wheler  |
| 12:45 – 1:00  | Event Wrap-Up  | Host             | Jody Mooney  |