

ROAD TO REVENUE TOUR



ORACLE® | eloqua

Seattle April 23, 2013 – Fairmont Seattle

Time	Topic	Presenter	Speaker
8:30	Registration		
8:30-9:00	Breakfast		
9:00-9:05	Event Welcome	Host	<i>Heather Foeh</i>
9:05-9:30	How Modern Marketing Works	Eloqua Executive	<i>Paul Teshima</i>
9:30-10:00	Customer Success Story:Markies	Customer	<i>Jessica Davis & Will Frei, Avalara</i>
10:00 – 10:30	Eloqua Product Update	Eloqua Speaker	<i>Scott Fehr</i>
10:30-10:45	Coffee Break		
10:45-11:15	Eloqua AppCloud in Action: Accelerate Demand Using Rich Media with Eloqua	Eloqua Partner	<i>Mani Iyer, CEO, Kwanzoo</i>
11:15 – 11:30	What's On Your Mind?: Ask Your Eloqua Questions	Host	<i>Heather Foeh</i>
11:30-12:00	Customer Success Story: Markies	Customer	<i>Cara McDonald, Vertafore</i>
12:00-12:45	Lunch Presentation: Eloqua Best Practices Session (Reporting)	Eloqua Speaker	<i>Susan Howard</i>
12:45 – 1:00	Event Wrap-Up	Host	<i>Heather Foeh</i>