

# ROAD TO REVENUE TOUR



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Boston May 16, 2013 – Westin Boston Waterfront

Time	Topic	Presenter	Speaker
8:30	Registration		
8:30-9:00	Breakfast		
9:00-9:05	Event Welcome	Host	Jocelyn Brown
9:05-9:30	How Modern Marketing Works	Eloqua Executive	Paul Teshima
9:30-10:00	Customer Success Story	Customer	Mary Wallace, UBM
10:00 – 10:30	Eloqua Product Update	Eloqua Speaker	Craig Wright
10:30-10:45	Coffee Break		
10:45-11:15	Eloqua AppCloud in Action: Take Video Marketing to the Next Level with the AppCloud Connector for Brainshark	Eloqua Partner	Vince Barrie, Marketing Automation Specialist, Brainshark
11:15 – 11:30	What's On Your Mind?: Ask Your Eloqua Questions	Host	Jocelyn Brown
11:30-12:00	Customer Success Story: Markies	Customer	Anita Singh, Iron Mountain
12:00-12:45	Lunch Presentation: Eloqua Best Practices Session (Reporting)	Eloqua Speaker	Vanessa Shayan
12:45 – 1:00	Event Wrap-Up	Host	Jocelyn Brown