

ROAD TO REVENUE TOUR



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Denver May 22, 2013 – Westin Denver Downtown

Time	Topic	Speaker
8:30	Registration	
8:30-9:00	Breakfast	
9:00-9:05	Event Welcome	<i>Heather Foeh, Oracle Eloqua</i>
9:05-9:30	How Modern Marketing Works	<i>Steve Woods, Oracle Eloqua</i>
9:30-10:00	Customer Success Story: Markies	<i>Sterling Bailey, McAfee</i>
10:00 – 10:30	Eloqua Product Spotlight	<i>Stephen Streich, Oracle Eloqua</i>
10:30-10:45	Coffee Break	
10:45-11:15	Eloqua AppCloud in Action: Five Tips for Taking Your Eloqua Webinar Campaigns to the Next Level	<i>Mike McKinnon, Senior Marketing Operations Manager, ReadyTalk</i>
11:15 – 11:30	What's On Your Mind?: Ask Your Eloqua Questions	<i>Heather Foeh, Oracle Eloqua</i>
11:30-12:00	Customer Success Story: Markies	<i>Michelle Burrows, InContact</i>
12:00-12:30	Eloqua Best Practices Session (Reporting)	<i>Beth Lambert, Oracle Eloqua</i>
12:30-1:15	Lunch	
1:15-1:30	Event Wrap-Up	<i>Heather Foeh, Oracle Eloqua</i>