

eM⁶
A G E N D A
October 3
Day One

- 8:00** **Networking Breakfast** / Registration ▲ Sponsored by MSNBC.com
- 9:00** **Keynote Address** ▲ **Charlie Tillinghast, President, MSNBC.com**
- 9:45** **Successful eMail Marketing Strategy** ▲ Elaine O’Gorman - Vice President of Strategy - Silverpop.com
- 10:30** **Networking Break** ▲ Sponsored by Tribal Fusion
- 11:00** **High Performance Marketing on the Internet** ▲ Alisair Goodman, Vice President, Strategic Marketing, Tribal Fusion
- 11:45** **Networking Lunch** ▲ Sponsored by Did-It.com
- 1:00** **Combining New and Existing Interactive Mediums for Maximum Effectiveness** ▲ Jeff Hilimire, President, Spunlogoc
- 1:45** **Multichannel Direct Marketing, the Growth of Search as a Response Channel** ▲ Eric Obeck, President, SendTec
- 2:30** **Networking Break** ▲ Sponsored by The Interactive Advertising Bureau
- 3:00** **Paid Search Advanced Techniques and Processes** ▲ Alan Boughen, Director, NeoSearch@Ogilvy
- 3:45** **Leveraging Post-Click Marketing** ▲ Scott Brinker, President and Chief Technology Officer ion Interactive, Inc.
- 4:30** **Open Panel Discussion** ▲ Participating panel members include: Dan Barton, President, BrainWave Connection - Scott Brinker, President and Chief Technology Officer, Ion Interactive, Inc. - Scott J. Cleversey, Vice President, Molecular - Tim Daly, Senior Vice President of Search Marketing & Strategy, SendTec - Jeff Hilimire, President, Spunlogic - Alistair Goodman, Vice President Strategic Marketing, Tribal Fusion - Kevin Lee, Executive Chairman and Co-Founder, Did-It.com - Elaine O’Gorman, Vice President, Silverpop -Richard Turcott, Chief Marketing Officer, Constant Contact.
- 5:15** **End of Day One Sessions**
- 6:00** **Welcoming Reception** ▲ Sponsored by the eMarketing Association - Join your fellow attendees for a feast of great food and drinks at the eM6 Welcoming Reception. Bring your appetite and plenty of business cards. Cocktails, hors d’oeuvres, and more.



- 8:00** **Networking Breakfast** / Registration ▲ Sponsored by MSNBC.com
- 9:00** **Keynote Address, Marketing 2.0, When the Customer Drives the Conversion** ▲ Mickey Wilson, Senior Vice President, Marketing, CNET Networks
- 9:45** **Podcasts, Interactive Webcasts and Streaming Video** ▲ Kate Whalen, Director, Communications, HP Services Consulting and Integration
- 10:30** **Networking Break**
- 11:00** **Optimizing Paid Search and Online Advertising** ▲ Kevin Lee, Executive Chairman and Co-Founder, Did-It.com
- 11:45** **Networking Lunch** ▲ Sponsored by Did-It.com
- 1:00** **Manage Search Engine Marketing (SEM) to Metrics** ▲ Eric Best, Chief Executive Officer, Mercent
- 1:45** **Engaging Customers through Rich Internet Applications** ▲ Scott J. Cleversey, Vice President, Molecular
- 2:30** **Networking Break** ▲ Sponsored by The Mobile Marketing Association
- 3:00** **Don't Bombard Customers with Mass Market Advertising, Woo them Online**
Mark Zahar, Executive Vice President, Prospectiv
- 3:45** **Effective eMail Marketing with eMail Authentication** ▲ Jeff Wilbur, Vice President Marketing, ICONIX
- 4:30** **Brand at risk: Why Web Performance Matters** ▲ Matt Poepsel, Vice President, Performance, Gomez, Inc.
- 5:15** **End of Conference**