

Sunday Evening, October 23

6:30-8:30 pm	Welcome Reception
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Monday, October 24

7:30- 8:30 am	Continental Breakfast
8:30- 9:20 am	Setting the Agenda & Networking: Bill Lee, President, Customer Reference Forum
9:30- 10:20 am	Vendor Fair
15 min	Refreshments and Networking Break
10:35- 11:25 am	Keynote 1: Jackie Huba, co-author Creating Customer Evangelists
11:45- 1:00 pm	Networking Lunch
1:30- 2:20 pm	Presentation: Steve Hurley, Vice President Learning & Performance Excellence
15 min	Refreshments and Networking Break
2:35- 3:25 pm	Presentation: Margaret Molloy, Senior Director Americas Marketing, Siebel Systems
15 min	Refreshments and Networking Break
3:40- 4:30 pm	Presentation: Tami Andrews Customer Marketing Programs Manager, Net IQ
15 min	Refreshments and Networking Break
4:45- 5:35 pm	Panel
6:30- 7:45 pm	Dinner

Tuesday, October 25

7:30- 8:30 am	Continental Breakfast
8:30- 9:20 am	Keynote 2: Amir Hartman, CEO, Mainstay Partners Author, <i>Ruthless Execution</i>
9:30- 10:20 am	Presentation: Coleen Kaiser, Vice President, Customer Value and Reference Services, SAP (UK) Ltd

15 min	Refreshments and Networking Break	
10:35- 11:25 am	Case Study: Mary Beth Robinson, Reference Program Manager, SAS Europe, Middle East & Africa (EMEA)	
11:45- 1:00 pm	Networking Lunch	
1:30- 2:20 pm	Breakout 1: Smaller programs	Breakout 1: Enterprise issues
2:30- 3:20 pm	Breakout 2: Smaller programs	Breakout 2: Enterprise issues
15 min	Refreshments and Networking Break	
3:35- 4:25 pm	Panel	
15 min	Refreshments and Networking Break	
4:40- 5:00 pm	Forum Close	