

TUESDAY	TOPIC	LOCATION
10:45 - 11:15	Using Google to grow your business	Expo Seminar Theatre
11:00 - 12:00	Moving from Picture & Price to a Customer Interaction Platform - the critical advantages	IBM Seminar Room
11:45 - 12:15	The power of shopping comparison sites within your marketing mix	Expo Seminar Theatre
12:25 - 1:10	Abercrombie & Fitch Online Success Story Presentation	IBM Seminar Room
12:45 - 1:15	Logistics options and considerations for the success of your online business	Expo Seminar Theatre
1:15 - 2:00	OmniFind Search	IBM Seminar Room
1:45 - 2:15	Top 500 Internet Retailers Study	Expo Seminar Theatre
2:15 - 3:00	Social Collaboration vs Social Commerce - What is the difference?	IBM Seminar Room
2:45 - 3:15	The DNA of affiliate marketing for ecommerce	Expo Seminar Theatre
3:15 - 4:00	WebSphere Commerce Product Presentation	IBM Seminar Room
3:45 - 4:15	Customer Outsourcing Solutions: Knowledge management for consistency, predictability and scalability in an outsourced environment	Expo Seminar Theatre
4:00 - 4:30	Bazaar Voice Ratings & Reviews, Ask & Answer and Online Stories	IBM Seminar Room
4:30 - 5:00	CoreMetrics - KPI's and analytics for your Online Channel	IBM Seminar Room

WEDNESDAY	TOPIC	LOCATION
10:45 - 11:15	Top 10 tips to improve your parcel deliveries	Expo Seminar Theatre
11:00 - 11:40	Social Collaboration vs Social Commerce - What is the difference?	IBM Seminar Room
11:40 - 12:10	OmniFind Search	IBM Seminar Room
11:45 - 12:15	Performance Branding: How to Build Your Brand Online, on a Pay per Performance Basis	Expo Seminar Theatre
12:20 - 1:00	Presentation of the capabilities and flexibility of the IBM eCommerce Solution - B2C focus	IBM Seminar Room
12:45 - 1:15	Increasing Online sales - How to grow your online business without growing your inventory	Expo Seminar Theatre
1:00 - 2:00	Abercrombie & Fitch Online Success Story Presentation	IBM Seminar Room
1:45 - 2:15	Using Google to grow your business	Expo Seminar Theatre
2:00 - 2:45	IBM eCommerce B2B Capability	IBM Seminar Theatre
2:45 - 3:15	Customers In Control: Building Trust, Loyalty and Long Term Engagement	Expo Seminar Theatre
3:10 - 4:00	End-2-End IBM/Bazaarvoice/Coremetrics Demonstration Closed Loop Web Site Marketing - how it works	IBM Seminar Room
3:45 - 4:15	Increasing online engagement, purchase and loyalty through Digital Lifecycle Marketing	Expo Seminar Theatre
4:00 - 4:30	Is your website secure from Hacker attack?	IBM Seminar Room
4:30 - 5:00	Informal Q&A	IBM Seminar Room