

# CUSTOMER CONFERENCE EVENT AGENDA

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| <b>9:30</b>  | <b>INTRODUCTION &amp; WELCOME</b><br>John Cheney - CEO   |
| <b>9:45</b>  | <b>WORKBOOKS NEW FUNCTIONALITY PREVIEW</b><br>Alix Snell - Product Specialist<br>Jean Hardie-Matthews - Customer Success Manager |
| <b>10:45</b> | <b>CUSTOMER STORY: DX GROUP PLC</b><br>Andrew Tuff - Head of Sales   |
| <b>11:15</b> | <b>COFFEE BREAK</b>  |
| <b>11:40</b> | <b>MARKETING AUTOMATION ROADMAP</b><br>Spotler   |
| <b>12:40</b> | <b>LUNCH</b>   |
| <b>13:45</b> | <b>SALES ENABLEMENT TECHNOLOGY</b><br>Revenue Grid   |
| <b>14:15</b> | <b>HOW TO DRIVE CRM ADOPTION</b><br>Panel Discussion   |
| <b>15:00</b> | <b>TEA BREAK &amp; DROP - IN SESSIONS</b>  |
| <b>15:25</b> | <b>CUSTOMER STORY: DIRECT LIFE &amp; PENSIONS</b><br>Rob Quayle - Managing Director  |
| <b>15:55</b> | <b>CRM EXCELLENCE AWARDS</b>   |
| <b>16:00</b> | <b>KEYNOTE: REACHING NEW HEIGHTS</b><br>Mandy Hickson  |
| <b>17:00</b> | <b>CLOSE &amp; DRINKS</b>  |