



ShoreTel - Accelerate Marketing  
Knowledge Series  
Park Plaza, Westminster Bridge  
Wednesday 24<sup>th</sup> November, 2010

## Agenda

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|---------------|--|
| 09.00 – 10.00 | Registration & Coffee  |
| 10.00 – 10.15 | Welcome & Introduction<br>Tom Perry, EMEA Marketing Director, ShoreTel                                     |
| 10.15 – 10.45 | Lead Generation – Best Practice<br>Chris Wilson, Managing Director, Earnest                                |
| 10.45 – 11.15 | Google for Business Marketing<br>Richard Robinson, Head of Enterprise, Google                              |
| 11.15 – 11.30 | Coffee Break   |
| 11.30 – 11.50 | Public Relations – How can it help in business?<br>Julian Tanner, Managing Director, Axicom PR             |
| 11.50 – 12.30 | Lead Generation via Social Networking<br>Ed Weatherall, Director, McDonald Butler                          |
| 12.30 – 13.00 | Marketing Metrics – Back to Basics<br>Debbie Robertson, Global Marketing Director, Easynet                 |
| 13.00 – 13.45 | Networking Lunch   |
| 13.45 – 14.05 | Accelerate Program – Partner Portal<br>Richard Chilver, Director, Bull Creative                            |
| 14.05 – 14.30 | Customer Advocacy – Let your customers do the talking<br>Daniel Bausor, Managing Director, Famous 4 Comm's |
| 14.30 – 15.30 | Marketing Planning – Overview<br>Tom Perry, EMEA Marketing Director, ShoreTel                              |
| 15.30 – 15.40 | Summary & Close<br>Tom Perry, EMEA Marketing Director, ShoreTel  |

**Thank you for your participation**