



ShoreTel - Accelerate Marketing
Knowledge Series
Park Plaza, Westminster Bridge
Wednesday 20th April, 2011

Agenda

- | | |
|---------------|---|
| 09.00 – 10.00 | Registration & Coffee |
| 10.00 – 10.15 | Welcome & Introduction
Tom Perry, EMEA Marketing Director, ShoreTel |
| 10.15 – 10.45 | Creative Process – What is right & when?
Richard Bush, Managing Director, Base One |
| 10.45 – 11.30 | SFDC for Business Marketing
Lisa Hutt, Senior Marketing Director, Salesforce.Com |
| 11.30 – 11.45 | Coffee Break |
| 11.45 – 12.30 | Social Networking & Digital Marketing
David Coe, Strategy Director, Chemistry Group |
| 12.30 – 13.00 | Customer Advocacy – Video & Beyond...
Daniel Bausor, Managing Director, Famous 4 Comm'n
Steve Smith, Technical Director, Astro Communications |
| 13.00 – 14.00 | Networking Lunch |
| 14.00 – 14.30 | How to get the most out of your vendor relationships
Chris Bard, Director, bChannels |
| 14.30 – 15.00 | Accelerate Program – Latest programs available
Richard Chilver, Director, Bull Creative |
| 15.00 – 15.30 | Marketing Planning – Overview
Tom Perry, EMEA Marketing Director, ShoreTel |
| 15.30 – 15.40 | Summary & Close
Tom Perry, EMEA Marketing Director, ShoreTel |

Thank you for your participation