

CONFERENCE SCHEDULE

MONDAY, APRIL 24, 2006

7:00 – 8:00 AM	Registration & Breakfast in Exhibit Hall (Medinas Foyer)					
8:00 – 8:30 AM	Opening General Session Bob Burke, President and CEO, ATG Cliff Conneighton, SVP Marketing, ATG (Casablanca Ballroom D and E)					
8:30 – 9:30 AM	Keynote Bran Ferren, Creative Technologist, Imagineer, 3-time Academy Award Winner					
9:30 – 10:00 AM	Demo Unlocking the Power of ATG Wisdom Across the Customer Lifecycle					
10:00 – 10:30 AM	Break					
	E-COMMERCE TRACK CASABLANCA F	E-COMMERCE TRACK CASABLANCA G	E-SERVICE TRACK CASABLANCA H	PLATFORM TRACK CASABLANCA C	HANDS-ON LABS CASABLANCA A	HANDS-ON LABS CASABLANCA B
10:30 – 11:20 AM	I Next Generation e-Commerce		I Transforming Your Service Delivery: How the ATG "Secret Sauce" Redefines Customer Service and Support	I The ATG Platform in 2006 and Beyond		
11:30 AM – 12:20 PM	M From Web Analytics to Web Insights: How Intuit leverages Web Behavior, Outcomes, and Customer Experience	S Delivering Effective Multi-Channel Campaigns: An Evolution of Campaign Management Techniques and Capabilities	I Analyst Perspectives on e-Service: Forrester Research and Gartner		Hands-on Lab: Using ATG Campaign Optimizer to Maximize Site Effectiveness	Hands-on Lab: Managing Workflows and Security in ATG Knowledge
12:30 – 1:30 PM	Lunch on lawn in La Menzeh Pavilion. Dessert in Exhibit Hall. Lunch sponsored by Avenue A Razorfish.					
2:00 – 2:50 PM	I Analyst Perspectives on e-Commerce: Forrester Research and Gartner	D ATG and NewRoads, a Strategic Partnership Benefiting Merchants: The Power of a Fully Integrated Direct-to-Customer Solution	S Discovery and PruHealth: Selling and Servicing, or Just Doing Business?	D Best Practices for Upgrading to ATG 7.x	Hands-on Lab: Creating ATG Scenarios and Targeting Content to Your Customer Base	Hands-on Lab: Exploring ATG Merchandising
3:00 – 3:50 PM	D ATG Search: New Enhancements in ATG Merchandising and ATG Commerce Search	D Neiman Marcus & the Power of Personalization: Rewards, Challenges & the Elusive Quest for the Ultimate Customer Experience	M Knowledge Management and Operational Excellence: Modeling and Realizing Concrete ROI at GENPACT	S A High Performance Deployment System for Content Administration		
4:00 – 4:50 PM	D Don't Disappoint Your Customers: What Every ATG Commerce and Platform Owner Needs to Know About Customer Service and Support	M Measure Your ROI With ATG Reporting	D Using ATG to Turn Your Customer Service Center into a Profit Center	S ATG Developer Tools for Eclipse: Creating a Repository Definition		Hands-on Lab: Exploring ATG Merchandising
5:00 – 5:50 PM	S Using Personas to Drive your eCommerce Strategy: a 4-Step Process	I Analyst Forum: Forrester Research and Gartner			Hands-on Lab: Creating ATG Scenarios and Targeting Content to Your Customer Base	
7:00 – 10:00 PM	Poolside Cabana Party					

e-Commerce Breakout Sessions	I = Innovation and Ideas
e-Service Breakout Sessions	D = Design and Implementation
Platform Technology Breakout Sessions	S = See It, Feel It
Hands-on Labs	M = Measure It
Workshops	

TUESDAY, APRIL 25, 2006

7:00 – 8:00 AM	Birds-of-a-Feather Sessions (Topics and room assignments posted at Registration Desk)					
7:30 – 8:00 AM	Breakfast in Exhibit Hall					
8:00 – 9:00 AM	General Session Welcome and Keynote Brendan Hoffman, President and CEO, Neiman Marcus Direct (Casablanca Ballroom D and E)					
9:00 – 9:45 AM	Keynote Patricia Seybold, Founder and CEO, Patricia Seybold Group					
9:45 – 10:00 AM	Break					
	E-COMMERCE TRACK CASABLANCA F	E-COMMERCE TRACK CASABLANCA G	E-SERVICE TRACK CASABLANCA H	PLATFORM TRACK CASABLANCA C	HANDS-ON LABS CASABLANCA A	HANDS-ON LABS CASABLANCA B
10:00 – 10:50 AM	D American Eagle Outfitters: Implementing the ATG Wisdom Commerce Vision	I Google: New Realities for the Multi-Channel Marketer	I Is True KCS Really Possible? A Panel Discussion of the Implementation Realities	I Using Rich Internet Application Technologies to Differentiate Your Site	Hands-on Lab: Using ATG Campaign Optimizer to Maximize Site Effectiveness	Hands-on Lab: Managing Workflows and Security in ATG Knowledge
11:00 AM – 11:50 AM			D ATG Response Management: New Version Preview and Discussion	D Performance Tuning Your ATG-Driven Web Site		
12:00 – 6:00 PM	Boxed Lunch and Afternoon Activities					
1:00 – 5:00 PM	Workshop Preparing for Migration to the Wisdom-Enabled ATG Service Suite – 33 (Casablanca B)					
6:30 – 11:00 PM	ATG Awards Gala, Featuring the Blues Brothers. Sponsored by Professional Access. (Casablanca Ballroom D and E)					

WEDNESDAY, APRIL 26, 2006

7:00 – 8:00 AM	Birds-of-a-Feather Sessions (Topics and room assignments posted at Registration Desk)					
8:00 – 9:00 AM	Breakfast in Exhibit Hall					
	E-COMMERCE TRACK CASABLANCA F	E-COMMERCE TRACK CASABLANCA G	E-SERVICE TRACK CASABLANCA H	PLATFORM TRACK CASABLANCA C	HANDS-ON LABS CASABLANCA A	HANDS-ON LABS CASABLANCA B
9:00 – 9:50 AM	I Intuit: How to Radically Rethink Your Marketing Process		M The Value of Analytics in Successful Knowledge Management Programs	S Clarian Health Partners: Uncover Hidden Treasure in the ATG Platform, Implementing ATG Workflow	Hands-on Lab: Creating ATG Scenarios and Targeting Content to Your Customer Base	Hands-on Lab: Exploring ATG Merchandising
10:00 – 10:50 AM	I Leveraging a Common Data Platform for Digital Advertising and Web Personalization	M Perry Ellis: Critical Success Factors of e-Commerce Implementations	I ITI: How a High Tech Enterprise Uses ATG Wisdom to Innovate Content Management			
11:00 AM – 12:15 PM	ATG Roadmap Ken Volpe, SVP Products & Technology (Casablanca Ballroom D and E) Closing Comments: Bob Burke, President and CEO, ATG					
12:15 PM	Boxed lunch & departure – Check Registration Desk for departure bus schedule					
1:00 – 5:00 PM	Education classes begin (Casablanca A and B)					