



Customers as Advocates **Conference Programme**

~ what marketers want, what customers think ~

The conference for enterprise
IT marketing specialists

The Dorchester Hotel, London W1, Wednesday 4 October 2017

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Customers as Advocates 2017

Conference Programme

08:00 - 09:00 Arrive and register

09:00 - 09:15 **INTRODUCTION**

Toby Chapman-Dawe and **David Northover** will introduce the conference, say a few words about Strand – and then you sit back, relax and enjoy the morning!

09:15-09:45



VIEW FROM **OUTSIDE THE INDUSTRY LOOKING IN**

Based on experience in the enterprise technology world and now tempered with the view from KPMG, Dan Roche will discuss three different customer advocacy programmes:

- Azzurri – The IT Hero programme designed to build CIO level relationships
- Olive – The Enterprise Credibility programme designed to position Olive higher up the unified comms food chain
- KPMG – the Small Business Stories programme, which was designed to show how KPMG can be relevant for start-ups

Dan will look at the objectives, campaign approaches and result, with key learnings derived from all/each of them.

Dan Roche Head of Marketing, KPMG Small Business Accounting, KPMG

09:45 - 10:15 **VIEW FROM THE SOCIAL MEDIA WORLD**



Jaime Pham has worked on large-scale integrated projects for Fortune 500 clients, gaining deep knowledge of lead generation, content creation and syndication campaigns. Jaime now helps companies tell their stories on LinkedIn, creating content strategies for the world's largest brands.

Jaime Pham, Content Marketing and Social Media Consultant, LinkedIn

10:15 - 11:00



VIEW FROM **THE GLOBAL REFERENCE PROGRAM MANAGER**

Lee Rubin is one of the technology industry's leading thinkers on customer advocacy, managing a hugely successful worldwide programme. Lee will share "How Citrix Turns Customers Into Advocates," describing the approach, culture and processes that his team has developed, and how these play out into supporting sales and marketing at Citrix.

Lee Rubin, Director, Global Reference Programs, Citrix

11:00 - 11:30 Coffee break

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11:30 - 12:00

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VIEW FROM INSIDE THE INDUSTRY LOOKING OUT

The Oracle Marketing Cloud has an award-winning post sale customer advocacy program. However, the time gap between becoming a customer and a being a happy, referenceable customer can be long and wide. To bridge this gap, the Oracle EMEA field marketing organisation has developed a new program to engage with the sales team to identify potential advocates early in the sales cycle and get new customers involved EARLY on the road to their becoming modern marketing heroes.

Sylvia Jensen Senior Director EMEA Marketing, Oracle Marketing Cloud, Oracle

12:00-12:30

VIEW FROM THE CUSTOMERS

Living, breathing customers participate in a panel session, describing what it is like to be on the receiving end of the customer reference/case study/video process!

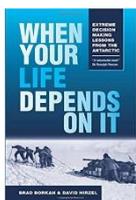
12:30 - 13:00



VIEW FROM THE SOUTH POLE

Brad Borkan's fascination with how people and businesses can make better decisions led to a graduate degree in Decision Sciences from the University of Pennsylvania. Pursuing the same passion, Brad recently co-authored with David Hirzel, **When Your Life Depends on It: Extreme Decision-Making Lessons from the Antarctic**. Brad's twenty years with leading software companies has focused on helping large businesses improve their decision processes, and Brad will draw out surprising and revelatory conclusions from the heroic age of exploration of the South Antarctic.

Brad Borkan SAP Strategic Partner Marketing & Author, SAP



THANK YOU FROM STRAND WRITING AND DESIGN

Toby Chapman-Dawe, Managing Director, **Strand**

Conference close

Lunch!