

**OVER 80%
INTERACTIVE**

Sales & Marketing 2004

5TH ANNUAL EXECUTIVE SUMMIT, WEST

January 11-15, 2004, Doubletree Paradise Valley Resort, Scottsdale, AZ

An Interactive Forum for Sales and Marketing Professionals Seeking to Maximize ROI Through Superior Sales, CRM & Marketing Strategies

Custom Content

Hands-On Workshops

ThinkTanks

Roundtable Discussions

SuperPowers Panel

Ask the Experts Panel

5TH ANNUAL EXECUTIVE SUMMIT HIGHLIGHTS:

- Innovative format providing value-added interaction and a richer venue for the exchange of ideas and experiences
- Executive Forum Golf Scramble Tournament: Fun in the Sun for All Skill Levels, Sunday, January 11, 2004
- Executive Forum Workshops on Customer Loyalty Strategies, Monday, January 12, 2004
- General Session Concurrent Tracks: Allowing You to Customize Sessions to Suit Your Specific Needs, Tuesday, January 13 and Wednesday, January 14, 2004
- Executive Exchange on How to Make Knowledge Work for You – Where it Counts – in Sales and Marketing, Thursday, January 15, 2004
- 2004 Excellence in Information & Communication Technology Awards Banquet

Presenters From:

Dow Corning Corporation, Eli Lilly & Company, HP Enterprise Systems Group, Siemens Medical Solutions, Rockwell Automation, SBC Communications, UPS, Qwest Communications International Inc., Yahoo, Inc.,

SPONSORS:



EXHIBITORS:



Executive Forum:
January 11-12, 2004

General Session and
Main Exhibition:
January 13-14, 2004

Executive Exchange:
January 15, 2004

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Q&A Discussions

Solutions Wheel

Icebreakers

Executive Summit
Message Board

Golf Scramble
Tournament

Speaker-hosted
Luncheon Tables

Cocktail Reception

Dine Around

Refer to Glossary on Pg 11
For more information on our
Interactive Programs

Sales & Marketing 2004: 5th Annual Executive Summit

About Frost & Sullivan:

Frost & Sullivan provides world-class market consulting on emerging high technology and industrial markets. Now well into its fourth decade, Frost & Sullivan has won a worldwide reputation for high-quality growth consulting and training in more than 20 major industries. As a third-party independent growth consulting and marketing research firm, Frost & Sullivan presents unbiased, yet conclusive information from multiple prominent practitioners and service/solution providers.

Frost & Sullivan's Executive Summits division was launched in the 1970s. Frost & Sullivan Executive Summits are uniquely designed to integrate training, research, and strategic growth consulting skills with communication among the players in the industry. The events provide senior-level management executives with insights into market opportunities, competitive threats, technical trends, emerging markets, and competitive strategies. Frost & Sullivan continues to provide participants with unique strategic content, competitive benchmarking, industry focus, and the opportunity to network with other key industry executives.

Executive Summit Overview:

Today's sales and marketing executives are facing common challenges ranging from increased competition, to fewer resources, to rapidly changing markets. Your organization's success relies on the seamless integration of your sales and marketing functions. From analytics, to branding, to partnering, to technology, this comprehensive event tackles top management's concerns for the organizations future as it relates to acquiring, retaining, improving relations, and creating loyalty with their past, present, and future customers. This Executive Summit delivers real-world insights from seasoned sales and marketing professionals, along with multiple opportunities for you to network and brainstorm with solution providers and your peers in interactive sessions that allow you to practice applying what you've learned to your own organization. There are four targeted tracks to choose from: CRM Strategy, Sales Optimization Strategy, Internet Marketing Strategy, and Marketing Optimization Strategy. This is your opportunity to discover new and creative solutions for sales and marketing concerns that are vital to maintaining your competitive advantage, and expanding your organization.

Who Should Attend:

- CEOs, COOs, CMOs, CIOs, Presidents, General Managers
- Strategic Sales, Marketing, and Business Development Managers
- VPs & Directors of Sales, Marketing, Channel Sales, Distribution
- Senior Managers of Sales, eBusiness, Marketing Communications, Brand/Product, Internet Marketing, Direct Marketing
- Corporate and CRM Strategists, Project Leaders, Business Analysts

Key Executive Summit Benefits:

- **Business peer networks:** Join an intimate group of decision-makers building and leveraging their knowledge, contacts, and resources
- **Inspiration:** Listen to cutting-edge ideas, embrace new techniques, and find out what works and what doesn't at other companies
- **Validation:** Compare roadmaps with, and get practical advice from the executive suite as Frost & Sullivan's panel of experts share thought leadership and expertise
- **Product and service knowledge:** Instantly expand your tool kit and get information first-hand from leading consultants and solution providers at our exhibition and product showcases

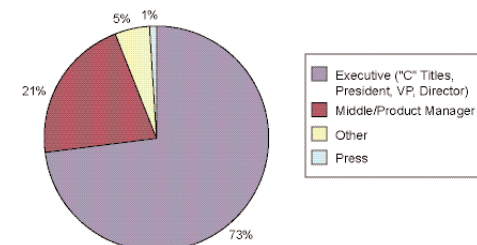
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Participant Profile:



Sunday

January 11, 2004

NETWORKING DAY

Bring plenty of business cards, relax, meet, and greet in this fun-filled day devoted to making new contacts and new friends.

1:00pm Executive Forum Golf Scramble Tournament

Fun in the sun for all skill levels
Hosted by:



6:00pm Executive Forum Networking Reception

Hosted by:



7:00pm Executive Forum Networking Dinner

Hosted by:



Monday

January 12, 2004

EXECUTIVE FORUM WORKSHOPS

Customer Loyalty Strategies

8:00am Registration, Continental Breakfast, and Exhibition

8:45am Welcome and Introduction

Patrick Nugent
Executive Summit Chairman
Frost & Sullivan

Interactive

9:00am Growing Customer Loyalty and Profitability By Optimizing Intelligence

Ronald S. Swift
Vice President, Strategic Customer Relationships
Teradata, a division of NCR

The world's best marketers optimize intelligence to 'know' their customers and anticipate their customer's needs and interests. Integrating this knowledge with sophisticated marketing communications will drive both customer loyalty and profitable growth. Firms with best practices define and utilize a strategy and culture focused on the quality of customer experience by creating an intelligence-rich environment: they realize that right-time communications supported by behavioral knowledge lead to much higher returns. Executives and their management teams require enterprise visibility to effectively increase customer loyalty and lower the cost of doing business. This visibility begins with holistic intelligence to drive high value to both sides of the loyalty equation. Seeking to synchronize their information and tactical execution, firms find that opportunities unfold as analytical tools and 'event driven marketing' drive relevance into the customer experience. As an executive you have the right and/or a responsibility to provide the vision, strategy, culture, and intelligence to make it happen. This interactive session will help you envision the future you will create -- with your customers -- and "pull it all together" - strategic decisioning, technology, marketing, service, and business process improvement.

10:30am Refreshment, Networking, and Exhibition Break

Interactive

11:00am Using Equity and Dialogue Marketing to Drive Customer Loyalty

Craig Hogan
Vice President, Marketing & Analytics
Maritz Loyalty Marketing

Derek Vest
Director, Dialogue Marketing
Maritz Loyalty Marketing

Successful equity and dialogue marketing programs leverage CRM implementations to blend customer data, statistical science, creative arts and psychology in a unique way to increase the value of the brand to the consumer and the consumer to the brand.

- Essential methods for identifying, retaining and growing your best customers
- Successful options for building and refreshing customer knowledge
- Fundamental ways to measure, track and analyze multi-channel communications programs
- Use equity to create relationships in which your customers have a vested stake
- Individualize marketing messages and create serendipity in customer communications
- Utilize analytics to allocate resources with respect to current and potential customer value
- Create programs to shape customer attitudes, then drive them to profitable behavior

12:30pm Networking Luncheon Featuring Speaker-Hosted Roundtables



Interactive

1:30pm ROI Measurements for Customer Loyalty

Julie Quick
Strategic Marketing Director
First Marketing

To determine the bottom-line impact of customer loyalty, companies must move beyond simply examining retention rates and study the ABCs -- Attitude, Behavior and Contribution. In this interactive session, you'll learn:

- The right metrics for assessing customer loyalty
- How to measure the ROI of your various loyalty initiatives
- Loyalty measurement strategies of leading companies

3:00pm Refreshment, Networking, and Exhibition Break

Interactive

3:30pm Customer Message Management

It's not **WHERE** you show up, or **WHAT** you sell that counts. It's **HOW** you sell, and **WHAT** you say when you get there!

Judy Leidy
Director, Message and Channel Management
American Express Corporate Services

Tim Riesterer
Chief Marketing Officer
Ventaso Inc.

Director of the American Marketing Association's
Customer Message Management Forum

- Avoid getting stuck in "No Brand's Land"
- Overcome parity in your value propositions
- Equip more intelligent and effective selling conversations
- Work more deals, close more deals, more profitably

In today's near-commodity or perceived-parity markets, your customer messages -- as they're delivered through your various sales and customer touch-points -- have become the last bastion of competitive differentiation. In this workshop you will learn how to turn your selling messages into a strategic corporate asset in an era when it's no longer **WHAT** you sell, but **HOW** you sell that counts!

5:00pm Executive Forum Concludes

Tuesday

January 13, 2004

GENERAL SESSION

8:00am Registration, Continental Breakfast, and Exhibition

Interactive

8:45am **Ice Breaker, Welcome, and Introduction**
Patrick Nugent
Executive Summit Chairman
Frost & Sullivan

Keynote

9:00am **Strategies for Creating a Customer-Focused Organization**
Deborah Nelson
Vice President of Marketing and Solutions
HP Enterprise Systems Group - Americas

The voice of the customer can be heard throughout your organization, but are you paying close enough attention? By understanding your customers' needs and tuning your organization and products to satisfy them, you can maintain a significant competitive advantage and high customer loyalty. This session features lessons learned at HP to create a customer-centric organization and the supporting tools, processes and metrics, including:

- Measuring the total customer experience
- Ensuring every employee takes personal ownership for customer satisfaction
- Integrating customer inputs into new product development and marketing programs

Keynote

9:45am **Bridging Marketing and Sales to Create a Unified Customer Front**
Tim Sanders
Chief Solutions Officer
Yahoo!

- Technology integration is key to unify sales and marketing
- Real Time communications facilitate teamwork between marketing and sales
- Organization is critical (vertical, interest or expertise)
- All sides must understand the Brand as well as the Financial Picture
- Both sides need to determine goals that put the Customer first and the Enterprise a close second

Participants will understand how Yahoo! has recently organized alliances and close knit teams between marketing and sales. They will also learn a simple sequence of priorities that help them build bridges of their own.

10:30am Refreshment, Networking, and Exhibition Break

Case History

11:00am **Generating Profitable Growth Through Strengthened Customer Loyalty**
Marie N. Eckstein
Global Industry Executive Director for Process Industries
Dow Corning Corporation

Companies committed to building long-term relationships with customers find it isn't as easy as purchasing CRM software and beefing up the customer service department. This session will share the strategies, challenges, lessons and journey Dow Corning embarked upon to reorganize the company's business approach and offerings around customer needs.

- Transforming a corporate culture and the "back office" to address customers' diverse needs
- Segmenting customers and tailoring services and solutions in a way that differentiates a company's offerings
- Demonstrating value and the impact on the bottom-line

Interactive

11:45am **STRAIGHT ANSWERS TO YOUR QUESTIONS**

Morning session speakers respond to your queries and calls for more information.

Interactive

12:00pm **SOLUTIONS WHEEL**

Participants will have the opportunity to join in a series of rapid-fire one-on-one meetings with leading vendors in the market. Play the "wheel" to gain a first-hand comparative evaluation of solutions available in the market today.

12:30pm **Networking Luncheon Featuring Speaker-Hosted Roundtables**



Hosted by: **ANALYTIC**

Concurrent Tracks

This is your opportunity to design a program structure to meet your unique needs. You can build a program that suits you and your requirements best by choosing from the multi-streamed sessions. The concurrent sessions offer the flexibility to switch from one track to another and pick and choose which sessions suit your individual needs best.

- CRM** 1. CRM Strategy
- SOS** 2. Sales Optimization Strategy
- IMS** 3. Internet Marketing Strategy
- MOS** 4. Marketing Optimization Strategy

Interactive

1:30pm **Concurrent ThinkTank Sessions**

Join us for these structured interactive brainstorming sessions facilitated by industry experts. This is your opportunity to get together with your peers to engage in problem-solving approaches to common challenges.

Choose from One of Four Tracks:

ThinkTank 1: Implementing Successful CRM Programs to Strengthen Relationships with Existing Customers and to Identify New Markets

If you want to be competitive in the new economy, traditional CRM won't cut it. Find out the new directions that are moving market leaders from CRM - customer relationship management - to CRO - customer relationship optimization. It's no longer about managing your customers, but it's about strategically investing in the prospects and customer segments that will make you the most money - short-term and long-term.

- Learn "best practices" in CRM and loyalty program management including the six steps to success
- See case studies from successful programs that deliver short-term success while driving long-term relationships
- Learn the biggest mistakes marketers make when embarking on CRM - and how to avoid them

ThinkTank 2: Transitioning from Product Sales to Solutions Sales

Are you moving quickly and effectively enough away from Value Propositions and toward Value Creation?

FACILITATOR:

Tim Riesterer
Chief Marketing Officer
Ventaso Inc.

Director of the American Marketing Association's Customer Message Management Forum

- When does "it" become a solution?
- Moving from company-centric to customer-centric
- The presumptuous nature of value "propositions"
- Value "creation" as the key to solutions sales

Successful companies know they can no longer simply "communicate value" for their products or services in terms of features and benefits - instead, they have to "create value" for a solution specific to each customer. This ThinkTank is designed to help you determine how to institutionalize such an approach at your company -- from your go-to-market strategy through your sales process.

general session

tuesday/wednesday

ThinkTank 3: Building the Perfect Search Campaign Are you missing over 50% of your search market?

FACILITATOR:
Gord Hotchkiss
Chief Executive Officer
Enquiro Inc.

Simply the most effective advertising available today - attract the right audience, at the right time, from the right places by using search marketing.

Topics Covered Include:

- Understanding Search Engine Marketing options
- How paid and traditional search can work together
- Examples of strategies for:
 - Local, national and international target markets
 - Products vs. services
 - Offerings at different price points

This thinktank will share findings from an international survey on how consumers interact with search engines. Case studies of effective search campaigns will be presented and we'll show you how to maximize campaigns for Paid and Traditional Search.

ThinkTank 4: The Power of Integrated Marketing

FACILITATOR:
Ronald S. Swift
Vice President, Strategic Customer Relationships
Teradata, a division of NCR

A company's ability to orchestrate consistent customer dialogues across complex, multiple channels is increasingly becoming a critical business differentiator. Leading companies will increasingly turn to channel integration - to more consistently understand, serve, cultivate and communicate with customers. In fact, channel integration is a key factor in successful customer relationship optimization - the ultimate path to driving ever-higher customer satisfaction and return on customer assets. In this session, the focus will be on how to maximize the returns to your business by better integrating and managing your marketing channels.

3:15pm CONCURRENT CASE HISTORY SESSIONS:

Choose One of Two Tracks:

1. Multi-Channel Sales Strategy

Joseph C. Camaratta, Jr.
Vice President, Global Customer Relationship Management
Siemens Medical Solutions

One challenge facing many companies today is how to best sell their products. Often companies are the proud parents of many lines of business - each with its own financial goals. How do these companies create sales models that allow for the equal balance of these lines of business? Is there one specific way to sell or should companies - even those with a few lines of business or products - create a multi-channel sales strategy?

This session will investigate the broad business issues related to the management of multi-channel sales strategies as well as provide best practice examples. Key points to be covered include:

- Tactics and recommendations for managing the customer life cycle -- from development through retaining the relationship
- Managing the individual business unit vs. enterprise solutions
- Defining business processes for successful multi-channel sales strategies

Participants will learn from a seasoned executive the basics for answering the question - "How do you manage a multi-channel sales strategy?" Through case studies and personal experience, Mr. Camaratta will demonstrate the keys for success in any industry.

2. Reaching Customers, Channel Transitions & Delivering Your Message Points

T. Blane McMichen
Strategy Consultant
U.S. Sales & Marketing eBusiness
Eli Lilly & Company

- Finding niche customers in broad media channels
- Establishing a value proposition early
- One-size does not fit all customers

- Self-segmentation examples
- Making it matter

In marketing, the success can depend on the appropriate use of channels and a successful integration strategy to ensure effective transitions. This presentation will provide a combination of concepts and examples that address the appropriate use of channels in a marketing campaign. The audience take-away will be a thought process that can be applied to a variety of business problems.

4:00pm Refreshment, Networking, and Exhibition Break

Interactive

4:30pm SUPERPOWERS of CRM Panel Discussion: Reveal Your Most Profitable Customers

Creating a single view of the customer can help companies find their best customers, build relationships with them, and model them to find more customers like them. Conversely it can help organizations uncover the customers that are a cost center and help move them up the profit ladder or out the door to drain a competitor's wallet. Join some of the biggest names in CRM as we discuss why companies must learn who their most profitable customers are, how CRM can help uncover them, what role CRM vendors can play in helping their customers create a holistic view of the customer and profit from it, and how some companies are already using CRM to get the most from each customer relationship.

MODERATOR:

Ginger Conlon
Editor-in-Chief
CRM magazine

PANELISTS INCLUDE:

Robb Eklund
Vice President of CRM
Product Marketing
Oracle Corporation

Jim Steele
President,
Worldwide Operations
salesforce.com

Barbry McGann
Vice President of Product Management,
PeopleSoft Enterprise CRM
PeopleSoft

5:30pm Networking Reception

Hosted by:

ventaso

"The format of the event was wonderful allowing for interaction between speakers, thought leaders and general audience. It provides the push of information from more than one expert and real-time learning of what others have been challenged with and their success and failure of implementation."

- **Elaina Mango**, Executive Director of Consumer Marketing, Verizon

Wednesday

January 14, 2004

GENERAL SESSION

8:00am Continental Breakfast and Exhibition

Interactive

8:30am **Ice Breaker**
Patrick Nugent
Executive Summit Chairman
Frost & Sullivan

Executive Bulletin

8:45am **Develop Successful Customer Touchpoint Strategies**

Carl Strenger
Vice President, e-Commerce Technology Sales
UPS

- Without good touchpoints, companies will lose customers. In today's dynamic marketplace, managing successful relationships with customers requires companies to be accessible through multiple channels, at the right time, delivering the right content
- Understanding customer needs and pain points allows for better targeting and segmentation. Multiple touchpoints allow companies to gather customer information and improve the customer experience
- Effective customer touchpoints enable cross-selling opportunities and can drive sales
- Leveraging technology in all touchpoints is imperative in managing the customer experience, creating internal efficiencies and staying competitive. Touchpoints without technology are a thing of the past

UPS's success in creating multiple touchpoints to reach and satisfy our 1.8 million customers, as we synchronize the world of commerce, will serve to illustrate the value in developing and executing successful customer touchpoint strategies.

Interactive

9:30am **Ask the Experts! Panel, Questions, and Answers**
Branding Across Channels

MODERATOR:
Stephen C. Wakeen
Managing Partner
Chadwick Communications

PANELISTS INCLUDE:

John P. Morgan
Senior Director
Industry Analyst Relations
Qwest Communications International Inc.

T. Blane McMichen
Strategy Consultant
U.S. Sales & Marketing eBusiness
Eli Lilly & Company

Arthur Goldberg
Director - Marketing & Finance
SBC Communications

Matthew P. Gonring
Vice President Global Marketing
and Communications
Rockwell Automation

- Discuss why the secret to brand and business building lies in keeping the brand promise at every customer touch point
- Explore how keeping the brand promise at every touch point is impossible without an emotionally engaged workforce
- Learn why the most important sale is selling first to the internal audience of your company

The brand is not part of the business; it is the business. The brand is the promise the business makes to all of its stakeholders-internally and externally. Businesses that fail to engage the eyes, ears, minds and emotions of every individual in the organization will not realize their full potential to create competitive advantage. A promise of outstanding service must be backed up with efficient help lines, and effective order and service fulfillment to make sure the promise is kept every time it is called upon. Standing on the solid ground of a clear and compelling brand promise sustains and guides employees day to day.

10:15am **Refreshment, Networking, and Exhibition Break**

Interactive

10:45am **Concurrent Vendor/Audience Crossfires**

Choose One of Two Tracks:

1. **Vendor/Audience Crossfire: Can You Really Make Money with CRM?**

MODERATOR:

Joe Fristensky
Vice President, Information & Communications Technology
Frost & Sullivan

PANELISTS INCLUDE:

Greg Horton
Director of Marketing
Epicor Software Corporation
The Clientele Group

Joseph Colletti
President, Consulting Services
Analytici

Lane Michel
Managing Partner
Peppers & Rogers Group

Is a functioning CRM strategy and implementation a must have, nice to have, or a pipe dream that's not worth pursuing? Is having a single view of the customer, the ability to share that information more or less seamlessly, and the ability to make it easier and more efficient for customers to have a high quality experience with the firm, basic business hygiene or a source of differentiation? Passing information around is fine, but the ability to do something with it that delivers value to both the customer and the firm is the real hurdle. It ultimately has to be a money maker, not just a money saver, or why do it? We'll task our panel to talk about their ideas and strategies for translating CRM into increased customer loyalty and increased customer spending.

2. **Vendor/Audience Crossfire: Measuring Marketing ROI: Fire That Guy Mr. Pareto!**

MODERATOR:

Keith R. Reynolds
Chief Executive Officer
Eventel International

PANELISTS INCLUDE:

Fredrick Marckini
Chief Executive Officer, Founder
iProspect

We all know the "Pareto Principle," or 80/20 Rule -- You know, 80% of our business comes from 20% of our prospects. Well, why don't the other 80% buy from you? Do we have to accept Mr. Pareto's principle, or should we fire him? It is quite possible that we've all been wasting 80% of our marketing budget for years, targeting the wrong people with the wrong message. What do these unresponsive prospective buyers think about your marketing and sales efforts? What methods and messages work best these days? Can new micro-marketing, Internet and business intelligence strategies reverse Pareto's math? Or, is the value of the Pareto Principle that it reminds you to focus on the 20 percent that matters. This vendor audience crossfire session pits buyers and sellers together to exchange ideas on how to make your marketing and selling efforts more effective.

Interactive

11:30am **Concurrent Roundtable Discussions**

Choose One of Four Tracks:

1. **Maximize the ROI of Your CRM Initiatives**

FACILITATOR:

Greg Horton
Director of Marketing
Epicor Software Corporation
The Clientele Group

2. **Enabling Increased Sales - Freeing the Sales Force's Time to Focus on Sales**

CO-FACILITATORS:

Erik W. Glitman
Managing Director
Fletcher/CSI

Steven Levy
Managing Director
Fletcher/CSI

3. **Successful Email Marketing Strategies**

FACILITATOR:

Deborah Whiting
President
Best-of-Breed Technologies

4. **Coordinated Communications Across Channels - Is it Possible?**

CO-FACILITATORS:

Craig Hogan
Vice President,
Marketing & Analytics
Maritz Loyalty Marketing

Derek Vest
Director,
Dialogue Marketing
Maritz Loyalty Marketing

general session

tuesday/wednesday

Keynote Luncheon

1:00pm How World-Class Companies Use Customer Knowledge and Analytical CRM for Increasing Profitability and Loyalty

Ronald S. Swift

Vice President, Strategic Customer Relationships
Teradata, a division of NCR

Companies that implement and master customer relationship strategies are actually investing in understanding and optimizing the economics of customer behavior. Forward-thinking investments in customer understanding lead to improved value exchanges - that in turn drive loyalty and profitability. This session focuses on lessons learned, with examples from several classic analytical CRM implementations where the results have improved customer relationships and the business bottom line. The session will furnish participants with a framework to use as they plan and prioritize their customer management investments to differentiate the business, improve customer experiences, and drive profitable growth.

2:15pm Refreshment, Networking, and Exhibition Break

2:45pm Exhibition Concludes

3:00pm CEO Panel Discussion

MODERATOR:

Joe Fristensky

Vice President, Information & Communications Technology
Frost & Sullivan

4:00pm General Session Concludes

5:00pm 2004 Excellence in Information & Communication
Technology Awards Cocktail Reception

6:00pm 2004 Excellence in Information & Communication
Technology Awards Dinner/Banquet

Join us as we celebrate innovation and leadership in the IT and Communications industry, with the presentation of these prestigious awards recognized by industry leaders, the investment community, and the media at the 3rd Annual Excellence in Information & Communication Technology Awards Banquet.

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“The Executive Summit provides an excellent opportunity to tune up existing CI processes and techniques while facilitating exposure to different ways to do things that can materially enhance the value of CI to your enterprise.”

*– Dr. Burlie A. Brunson
VP, Programs, Plans, & Analysis
Lockheed Martin Corporation*

Thursday

January 15, 2004

EXECUTIVE EXCHANGE

How to Make Knowledge Work for You – Where it Counts – in Sales and Marketing

WORKSHOP LEADERS:

John Peters

Executive Vice President of Research and Author Relations
Emerald Group Publishing

Bill Russell

Executive Vice President of Sales and Marketing
Emerald Group Publishing

Change for real: Change is crucial. All successful people have an ability to lead change and make it stick. In short – learning to change more effectively means more effective performance – which registers on the bottom line!

We all know the theory. But what does change mean in practice?

How do you get your team to buy into new ideas and new ways of working? How do you sell change upwards? How do you make change stick? And, hardest of all – how do you open yourself to personal change?

This workshop aims to help managers take time out to work through deep and lasting change strategies, guided by experienced facilitators.

A dominant theme of the day will be around knowledge management and knowledge deployment. Because knowledge, you will hear, can be the key to change.

But knowledge is not the same as data. We are, as one commentator says, drowning in data, but thirsty for knowledge. And effective knowledge deployment is certainly not the same as technology deployment. All the CRM systems in the world will not make for effective CRM without a knowledge culture!

You will learn how effective knowledge management drives high performance, and how to make knowledge work for you – where it counts – in more sales and better profits.

Key Workshop Benefits:

- Learn theory and practice in change strategies, innovation management and knowledge deployment
- Learn and experience personal change methodologies
- Learn how to assess your knowledge culture, and how to build an optimal one
- Learn how to harness intellect, mind and spirit to embed deep change
- Focus on implementation, using tested project effectiveness methodologies
- Learn how to make knowledge and change work for you – where it counts – in sales and profitability

Who Should Attend:

This interactive workshop is designed for:

- Professionals with a vision for change, looking for proven tools and techniques to achieve it
- Leaders and key influencers wanting to increase productivity and commitment
- Professionals looking to make their knowledge assets work for them productively and effectively

Workshop Agenda:

The day is designed to energize participants; to provide crucial insights in change leadership and knowledge management; and to allow space to learn from and share ideas with fellow participants as well as the facilitators.

8:30am Registration and Continental Breakfast

9:00am Building a change culture.

It's all very well aiming to be a 'learning organization'. But what are the key change priorities? We run through the six core curriculum areas in designing a learning organization.

10:45am Networking and Refreshment Break

11:00am Building a knowledge culture

Knowledge management isn't about technology (though technology can help). It isn't an intranet! It's about culture. We present the five steps to building a knowledge culture and increasing your 'intellectual capital'. Assess your firm's knowledge management culture – are you a sharer, a hoarder or a power-broker?

12:15pm Networking Luncheon

1:15pm Putting it all together – building an implementation culture

Learning to act. Poor implementation, rather than poor ideas, is what costs people their jobs and what brings down profits. We present tried and tested project management disciplines which bring change costs down and implementation rates up. Assess your idea delivery quotient – make sure heads, hearts and hands are in balance! And don't fall into the trap of implementation mismatch, where intended and emergent strategy are different things. Take the ten steps to making change stick.

3:00pm Executive Exchange and Summit Concludes

About Your Workshop Leaders

John Peters is an internationally-known conference speaker, appearing on platforms such as the exclusive Dubai Strategy Forum, the Harvard/Cranfield Performance Management association Conference in Boston, and the American Society for Quality conference. He spent many years in consulting in England, Australia and North America before joining Emerald as Executive Director in 1999. He is the editor of the renowned business journal Management Decision, now in its 42nd volume.

Bill Russell is a career sales and marketing practitioner and thinker. Bill learned his trade in the petroleum industry, including heading up the Castrol Motorsport Division, where he oversaw corporate activity on the Formula 1 race circuit. He joined Emerald in 2000 from Hallmark Cards. Bill travels extensively, with a particular knowledge of Chinese and South East Asian business markets.

Drawing on their extensive experience in industry, consultancy and research, John and Bill will take participants through an intensive, rigorous and practically grounded approach to change leadership and knowledge deployment.

Emerald Group: Emerald Group is a global publishing firm with offices in Bradford England, Boston Massachusetts, Kuala Lumpur Malaysia, Tokyo Japan, and Brisbane Australia. Emerald are classic knowledge managers, sourcing research and theory from business schools and businesses worldwide, categorizing, editing, verifying and deploying it to managers and scholars.

Thought Leaders

Sales and Marketing 2004: 5th Annual Executive Summit

of
best-in-class
professionals

Featured Thought Leaders

Benefit from the combined experience and expertise of the following Thought Leaders, all of whom will play an active role in stimulating, networking, and brainstorming at your interactive sessions:

Anne Murray

*Sr. Director, Interactive Marketing
Southwest Airlines*

Ann Podolske

*Editor
IOMA's Report on CRM*

Art McCabe

*Director - Marketing Operations
ADC-Systems Software
Division*

Arthur Goldberg

*Director Marketing & Finance
SBC Communications*

Betty Watkins

*Director of Corporate
Communications
Zoran Corporation*

Ben Williams

*Director of Corporate Accounts
Welch Allyn*

Bob Dey

*Director CRM
Hewlett-Packard*

Brett Butler

*Director of Marketing Strategy
and Technology
Lexmark International, Inc.*

Dr. Bruce MacNab, Ph.D

*Professor Emeritus and Executive
Director, Institute of Research &
Business Development
California State University -
School of Business & Economic*

Brian Beitler

*Director of Guest Relationship
Management
Toys-R-Us*

Carol Smith

*Experience Manager
Progressive Insurance*

Charity Williams

*Marketing Manager
ZEVEX International, Inc.*

Chris Simmonds

*VP Corporate eMarketing
Boston Scientific*

Chris Schairbaum

*Business Unit Manager, Portable
Audio & Infotainment Products
Texas Instruments*

Cliff Beek

*SVP, North America Sales
360networks*

David Ferrell

*Director, Business Development
BAE Systems, Inc.*

Dan Davidson

*Director of Marketing
Enterprise Rent-A-Car*

David J. West

*Director of Communication
Systems Market
Rockwell-Collins*

Dan L'Ecuyer

*Market Development Manager
Nypro, Inc.*

Daniel Del Olmo

*Director of Brand Marketing
Cendant Corporation*

Dean Bender

*Business Director
Bayer Chemicals*

Ellen Evans

*Director of Marketing
Johnson Controls*

Gerry Anderson

*Director of Marketing
Intel Corporation*

Gregg Ciarelli

*Head - Sales & Contracting
Administration
Boehringer Ingelheim
Pharmaceuticals Inc.*

Greg VanBuskirk

*Market Development Manager
The Timken Company*

Jane Allman

*Director, Marketing
Livestock Solutions-Cargill
Animal Nutrition*

Janet L. Windeknecht

*Senior Director, Marketing
Automatic Data Processing*

Jerry Johnson

*Support Center Supervisor
State Farm Insurance
Companies*

Jeffrey Shirley

*Director, e-Marketing
Georgia-Pacific*

Jim Sides

*VP Business Development
Standard Register*

Johan Koning

*Internet Marketing Programs
Manager
Intel Corporation*

Keith Arenz

*VP, Sales & Marketing
Acadia*

Kent Huffman

*Perot Systems
Marketing Communications
Director*

Ken Jarvis

*Manager, Healthcare Industry
Hewlett-Packard*

Larry Bunyard

*Sr. Director of Internet Business
Group
Tektronix*

Linda Olsen

*Customer Marketing Manager
GE Medical Systems-OEC*

Lynn Melvin

*Document Manager MNA
Michelin North America, Inc.*

Mark Gambill

*VP Marketing
Manpower Inc.*

Marie-Francoise Harris

*Director, Interactive Marketing
Ethicon, Inc.*

Mitch Pulwer

*Global Business Director
Solutia, Inc.*

Michael Stich

*Director of Strategic Marketing,
Broadband
Texas Instruments*

Michelle Gloeckler

*VP of Customer & Category
Development
Hershey Foods*

Michael McCartney

*Director of Global Marketing
Siemens Medical USA*

Rebecca Mumaw Smith

*Manager of E-Marketing
Rockwell Collins*

Scott Macdonald

*Director of CRM
Siemens, Energy & Automation*

Sean Boston

*Director Business Marketing-
Home Improvement
Sears, Roebuck and Company*

Steve Biegacki

*VP-Commercial Marketing
Rockwell Automation*

Thies Elteste

*CRM Manager
Siemens Medical Solutions*

Tim Omaggio

*VP Marketing Communications
AT&T Consumer Services*

Tim J. Baker

*Senior Vice President and
Manager,
Commercial Marketing and Sale
Support
Bank One Corporation*

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GENERAL SESSION EXHIBITORS:

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FLETCHER CSI
FIRST MARKETING
MANAGEMENT FIRST
MARITZ LOYALTY MARKETING
TERADATA
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ABOUT OUR EXECUTIVE SUMMIT SPONSORS:

Analytici

ANALYTICI is a consulting organization providing end-to-end CRM application strategy, hosted database-marketing solutions and customized multi-channel tracking systems to ensure maximized Return on Investment. We combine a full range of marketing, technical and analytical disciplines to design, implement and evaluate data-intensive marketing programs. ANALYTICI is a division of FCB Group and the Interpublic Group of Companies.

Epicor Software Group

The Clientele Group of Epicor Software is a trusted provider of customer relationship management software for the small and medium enterprise market. With more than 10 years experience and over 3000 customers, Clientele supplies everything needed for a successful implementation: quality products, experienced professional services, and excellent support.

Managementfirst

www.managementfirst.com is an online resource centre for managers produced by Emerald, the world's leading management information publisher. ManagementFirst was launched so that Emerald content and services were made available to managers in a format and style that suits them. It aims to help managers perform better by providing access to the latest thinking on management theory and practice.

Maritz Loyalty Marketing

Maritz Loyalty Marketing designs, launches and operates full-service loyalty solutions including rewards-based programs and one-to-one communications programs that drive customer behavior to maximize customer value.

Teradata, a division of NCR

Teradata, a division of NCR, is a leading provider of powerful, enterprise analytic technologies. Companies use Teradata solutions to get a single, integrated view of their businesses so they can make better, faster decisions that drive growth and profitability. Teradata can help you see your business like never before. To learn how, go to <http://www.teradata.com>.

Ventaso

Ventaso is a web-based software solution that helps companies create, manage and deploy sales-ready, customer-relevant messaging, documents and coaching. The Ventaso system increases sales and marketing effectiveness by providing a structured platform for developing and delivering customer-centric messages and follow-up materials that address a customer's specific industry, role and business goals.

EXHIBITOR PROFILES:

Best-of-Breed Technologies

Best-of-Breed Technologies presents a suite of solutions that enhances customer loyalty and increases Website traffic. After all- it's more than just the sale, it's the relationship. Solutions include: Database Cleanse and Append; Print and HTML Design; CRM; Marketing via eMail, Fax, Phone or Mail and Teleconferencing- both Web & Audio.

Chadwick Communications

Chadwick Communications launches and repositions corporate and consumer brands. Services include brand strategy consulting and integrated marketing communications. Current and recent clients include ESPN The Magazine, Humana, Financial Times and General Dynamics' Intrigue.

First Marketing

For more than 30 years, First Marketing has partnered with clients to help them maximize their customer relationships. We develop and implement strategic solutions designed to increase retention, educate, up-sell/cross-sell and measure ROI. Our dedicated teams serve the pharmaceutical, managed care, telecommunications, travel and financial markets.

Fletcher/CSI

Fletcher/CSI, is the leading provider of Competitive Sales Intelligence collected through primary contact with key prospect and company decision makers. For over 20 years, industry leaders have trusted Fletcher/CSI for verified insight into competitor sales and marketing issues, including Win/Loss Analysis, Prospect Analysis, Customized Competitor Profiles, and Competitive Intelligence Studies.

COMPLIMENTARY GENERAL SESSION ITEMS SPONSORED BY:



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DOUBLETREE PARADISE VALLEY RESORT, SCOTTSDALE, ARIZONA, AZ

The Doubletree Paradise Valley Resort is deluxe resort hotel located just north of historic downtown Scottsdale and 12 miles from Sky Harbor Airport. This resort is a 22-acre oasis of towering palms, lush foliage and sparkling fountains that earn it the name, Paradise Valley. The hotel accommodates the needs of both the business and leisure traveler gracefully. The luxuriously appointed guest rooms offer a private balcony from which guests can enjoy exquisite desert vistas. All the rooms provide generous work areas and a bevy of amenities. For leisure activities, the Doubletree offers tennis, racquetball and a swimming pool. Situated in a pleasantly secluded oasis, the Doubletree Paradise Valley resort is still just minutes from fine dining shopping and entertainment in the Scottsdale area.



WHAT PREVIOUS PARTICIPANTS HAVE TO SAY ABOUT FROST & SULLIVAN'S EXECUTIVE SUMMITS

"Great summit for anyone to attend that desires to bring back valuable ideas to implement at their company." – **Daneen Kiger**, eChannel Program Manager, Imation

"The Executive Summit was very informative and very interactive with experience sharing." – **Marty Dorazewski**, Director Strategic Planning, Siemens Energy

"If you are looking for leading edge tools and solutions for your market/sales tool box, Frost & Sullivan Executive Summits should be your first choice." – **Rex Ridenhower**, Strategy Analyst, Defense Information System Agency

"A great environment to learn, gain experience from others and find new tools and ideas to use in my own job." – **John Humphrey**, Manager Business Information and User Support, Bridgestone/Firestone

"Excellent forum for evaluating today's sales and marketing practices and techniques. Interaction with the industry's top vendors is worth the price of admission alone." – **Michael Robbins**, Director of Marketing, Acadia

"Well worth the time. Great means of learning from other professionals." – **Art Goldberg**, Director Marketing & Finance, SBC Communications

"The fast pace and rich content of the Executive Summit exceeded my expectations and delivered a great return on my time investment." – **Mark R. Mendelson**, E-Business Leader, North America, Basell Polyolefins

"The Executive Summit format is an excellent way to explore issues and successes with others who are experiencing the same challenges. There is a great mix of theory, case studies and real results." – **Laura Shown**, eBusiness Marketing Manager - Long Distance, Sprint

"The ideas that I was exposed to this week has me excited to explore new career opportunities that build on my writing skills." – **Brian Dooley**, Member, Marketing Professionals Network

"This has been a great Executive Summit! I can definitely immediately implement a number of programs and ideas that were discussed. Thank you for a great Executive Summit and I look forward to the next one." – **Beverly Wilks**, Manager, Marketing & Communications, ADACEL

FROST & SULLIVAN

EXECUTIVE BRIEFINGS



TOPIC MONITORS

Executive Briefings are a word-for-word transcription of the presentations from our events, as well as in-depth content from previous and future Frost & Sullivan Executive Summits.

Set up as an on-line portal to give different users access to the information via a personal user ID and password, Executive Briefings include transcribed speeches, PowerPoint slides, graphs, charts, biographies, Q&A sessions, and more! This is a powerful training tool for your staff members..... and saves attendees from taking notes!

Executive Briefings - Topic Monitor Service (\$695 for non-attendees, \$495 for attendees)

- A subscription service that lasts for one year
- Customers receive any Executive Summit material produced during the duration of the subscription related to a specific
- Topic and all previous content on that topic
 1. Choose one of five topics
 2. Advanced Marketing Research
 3. Competitive Intelligence
 4. Sales & Marketing Strategies
 5. Growth Strategies
 6. Life Sciences (Drug Discovery/ Medical Device Industry/Pharmaceutical Industry)

Executive Briefings - Comprehensive Service (\$995 for non-attendees, \$695 for attendees)

- A subscription service that lasts for one year
- Customers receive all Executive Summit material produced during the duration of the subscription and all previous
- Content
- Timely information on five important topics
 1. Advanced Marketing Research
 2. Competitive Intelligence
 3. Sales & Marketing Strategies
 4. Growth Strategies
 5. Life Sciences (Drug Discovery/Medical Device Industry/Pharmaceutical Industry)

EXECUTIVE SUMMIT GLOSSARY

CASE HISTORY

A practitioner-delivered, in-depth session which addresses a specific project or initiative relevant to Executive Summit issues. Case histories are directly drawn from "real-world" corporate experiences that outline timely business challenges, the steps taken to overcome them, and lessons learned, so that best practices may be shared and applied.

EXECUTIVE BRIEFINGS

Briefings and subscription services provide you with comprehensive Executive Summit materials to share with others in your business, or to use for reference (word-for-word transcripts of dynamic speaker presentations, professional biographies, complete Q&A sessions, PowerPoint slides, interactive participant survey results, and indispensable market intelligence and analysis). Available by event, industry, or service area.

EXECUTIVE FORUM

A 2-day networking interactive forum that begins Sunday morning and concludes by Monday evening. Sunday's focus is relaxed, recreation-based networking. Monday features an intense interactive full-day workshop broken up and facilitated by 4-8 industry leaders. These 90-minute workshops are highly interactive in nature, incorporating role-play, simulations, case scenarios, group exercises, discussion groups, training games, etc. Each workshop is structured to foster audience interaction and networking. The workshops enable attendees to apply what is being learned through practical exercises. The workshop does not incorporate formal podium presentations (one-way push of information); the concentration is on interplay between workshop leader and participants, and among participants themselves.

EXECUTIVE SUMMIT

An interactive program, exclusively from Frost & Sullivan, that utilizes all of its components to create a whole - speakers, attendees, vendors, and venue, all share an equal part in presenting a 360-degree view of the market. A key ingredient to the format is interactivity - more than 80 percent of the sessions and events are interactive. Each Executive Summit is comprised of three parts: Executive Forum, General Session, and Executive Exchange.

EXECUTIVE EXCHANGE

An advanced training course focused on essential skills required for industry participants and executives who want to advance their careers. These workshops typically cover management and leadership skills, communication, new technology, strategic alliances, competitive benchmarking, internet research and other essential needs to further a career.

FACILITATOR

Leads the interactive Think-Tank and/or roundtable discussion. A qualified expert, responsible for steering dialog and maintaining focus on the issues presented. Encourages balanced interaction among participants.

GENERAL SESSION

The main event, featuring keynotes, panels, roundtables, ThinkTanks, and other interactive sessions, as well as networking events, and a dynamic exhibition hall featuring the industry's leading solution providers and top consulting firms.

INTERACTIVE SURVEY

This interactive workshop will allow participants working in groups to create a series of questions and answers to be compiled and inputted into an online survey. This is a survey created by the participants for the participants. At the close of the day, the survey will be available online and within the exhibit hall for you and your peers to complete. At the close of the general session, the results of the survey will be shared and analyzed. A terrific way to get an immediate benchmark of the market as it stands today.

MODERATOR

Leads a panel discussion, a crossfire session, or a Q&A. A qualified expert who coordinates panelists' pre-event and introduces, directs, clarifies and guides their discussions and questions from the participants and Thought Leaders.

PANEL DISCUSSION

Expert panelists (practitioners, not vendors) explore the issues presented to them by the moderator. Floor is open to questions relevant to the discussion theme, addressed to an individual panelist, or the panel as a whole. Participants are given an opportunity to have their "real-world" issues addressed by the experts, and benefit from the combined expertise of the panel.

PARTICIPANTS

The attendees. The majority of participants are highly-placed executive-suite level, EVPs, VPs, and Directors (typically decision makers). They not only serve as audience members, but also as group leaders bringing issues to light, and become immersed in all aspects of the Executive Summit from golf to Think Tanks to forums.

PRODUCT SHOWCASE

A 10-minute live demonstration of the featured vendor's/consulting firm's solution, located in a mini-theatre within or in the nearby exhibition hall. A brief amount of time will be allocated for Q&As at the conclusion of the demonstration.

Q&A

A group of speakers, facilitators, and/or moderators convening to address audience questions, either pertaining to their individual presentations, or to the industry as a whole. Questions may be addressed to a speaker specifically, or generally to the panel. Each Q&A professional has the opportunity to comment on the question if he/she chooses to add to the response. Content is participant-driven and the pace is quicker than that of a panel discussion.

ROUNDTABLE DISCUSSIONS

Concurrent informal, interactive roundtable discussions, each focused on topical matters of interest, is facilitated by industry experts. The objective of these sessions is to foster networking among the group, capture the primary issues to discuss, promote the cross-sharing of knowledge, and guide discussion to consensus or closure on key issues. Thought leaders will take an active role in these sessions to help promote interaction and bring a balanced perspective to the discussion.

SPEAKER

The executive in the trenches, the practitioner (not vendor), one who brings valuable insight to light. The speakers focus on primary challenges, needs, and strategies of executive management. Frost & Sullivan speakers are almost exclusively Fortune 1000 executives that bring cutting-edge insights, examine case histories, and share best practices.

SOLUTIONS WHEEL

Participants will have the opportunity during the General Session to participate in a series of rapid-fire one-on-one meetings with leading vendors in the marketplace. Participants are given approximately 2 minutes, seated in an outer circle of chairs to pose their question(s) to each exhibitor, moving around the wheel to the next exhibitor every two minutes. Participation is limited and will be filled on a first-come, first-served basis.

THINKTANK

Interactive brainstorming session facilitated by an industry expert. Facilitator introduces the key agenda items, and works with the participants in teams to problem-solve approaches to common challenges. The teams are then debriefed by the facilitator. Thought leaders will take an active role in these sessions to help promote interaction and bring a balanced perspective to the discussion.

THOUGHT LEADER

Executives from Global 2000 type organizations in charge of strategic initiatives at their organizations are placed in the audience to stimulate participation and provide a balanced perspective during interactive sessions. Thought Leaders help foster peer learning through active involvement in Roundtable discussions, Think Tanks, and crossfire sessions.

VENDOR/AUDIENCE CROSSFIRE

A CNN-style, moderated candid discussion. A panel of solution providers face a panel of Thought Leaders to address a series of pre-determined issues. The audience is given the opportunity to join the Thought Leader panel, or to raise questions at an open and/or roving microphone. The most pressing questions and controversial issues are debated in a lively and highly interactive manner. Thought Leaders will take an active role in these sessions to help foster interaction and bring a balanced perspective to the discussion.

January 11-15, 2004
Scottsdale, AZ

Sales & Marketing 2004:

5th Annual Executive Summit, West

An Interactive Forum for Sales and Marketing Executives Seeking to Maximize Revenue and Deliver a Marketing ROI through Superior Sales, CRM & Marketing Management.

March 14-18, 2004
San Francisco, CA

**Growth Strategies in the
Medical Device Industry:**

9th Annual Executive Summit

Your Passport to the Future of the Medical Device Industry.

May 16-20, 2004
East Coast Resort - TBD

Advanced Marketing Research:

7th Annual Executive Summit, East

Maximizing Effectiveness Through New Techniques, Technologies, and Management Strategies.

**Structuring Competitive Intelligence for
Greater Bottom-Line Impact:**

11th Annual Executive Summit, East

An Interactive Forum for Competitive Intelligence, Corporate Strategy, Business Development, and Marketing Executives Seeking to Drive Decision-Making.

July 11-15, 2004
East Coast Resort - TBD

Sales & Marketing 2004:

5th Annual Executive Summit, East

An Interactive Forum for Sales and Marketing Executives Seeking to Maximize ROI Through Superior Sales, CRM & Marketing Management.

October 17-21, 2004
West Coast Resort - TBD

**Structuring Competitive Intelligence
for Greater Bottom-Line Impact:**

11th Annual Executive Summit, West

An Interactive Forum for Competitive Intelligence, Corporate Strategy, Business Development, and Marketing Executives Seeking to Drive Decision-Making.

**Advanced Marketing Research as a
Strategic Imperative:**

7th Annual Executive Summit, West

Maximizing Effectiveness Through New Techniques, Technologies, and Management Strategies.

EXECUTIVE SUMMITS • CALENDAR OF EVENTS



www.summits.frost.com

November 7-11, 2004
Puerto Rico - TBD

**Frost & Sullivan's
Healthcare/LifeSciences
Opportunities 2004**

The premiere healthcare industry event: Your passport to the future of life sciences, and the pharmaceutical and medical device industries.

■ **Growth Strategies and Opportunities in
the Medical Device Industry:
9th Annual Executive Summit**

An Interactive Forum for Senior Executives Seeking a Strategic Pulse on Industry Drivers, Technology Directions, and Competitive Challenges

■ **Improving Drug Discovery Efficiencies:
4th Annual Executive Summit**

An Interactive Forum for Chief Executives and Heads of Research, Development, and Discovery Technologies Seeking to Improve Drug Discovery Efficiencies

■ **Marketing Innovations in the
Pharmaceuticals Industry:
8th Annual Executive Summit**

An Interactive Forum for the Chief Marketing Officers, Directors, and Senior Managers Striving for Advantage in a Hyper-competitive Market

*"Our new
Executive Summit
format will bring
the content of the
program to life...
engaging, challenging,
and entertaining our
executive attendee base."*

—David Frigstad,
Chairman of Frost & Sullivan.

Sales & Marketing 2004: 5th Annual Executive Summit

January 11-15 2004 • Doubletree Paradise Valley Resort, Scottsdale, AZ

Registration Form and Procedures

 **MAIL**

Registrations will be acknowledged by mail.
(Please include payment):
Frost & Sullivan
7550 IH10 W. Suite 400
San Antonio, TX 78229

 **FAX**

1.888.674.3329

 **PHONE**

1-877-GO FROST (1.877.463.7678)

 **E-MAIL**

summits@frost.com

Hotel Information

Doubletree Paradise Valley Resort
5401 N. Scottsdale Road
Scottsdale, Arizona 85250
Tel. 480.947.5400

We are proud to be presenting our January event at the Doubletree Paradise Valley Resort. Frost & Sullivan has reserved a limited number of rooms for Executive Summit attendees at reduced rates. Please call the hotel directly for availability and reservations at 480.947.5400

Early reservations are strongly recommended.

Payment Procedures

Payment in full is required immediately upon registration. If, for any reason, you are unable to attend, a fully transferable credit will be issued to any other Frost & Sullivan Executive Summit within one calendar year from the date of the Executive Summit you are registered to attend. It is with regret that Frost & Sullivan will not be able to issue refunds for any reason. Attendee fees include reception, refreshment breaks, luncheons, continental breakfasts, and substantial Executive Summit documentation. Every effort is made to ensure that the speakers noted in this brochure are present, but changes beyond the sponsors' control may occur. The program agenda will be updated biweekly and can be downloaded from:

<http://www.executivesummits.frost.com>

America West Airlines is offering a discount of up to 10% on airfare, plus other travel discount options to and from the Frost & Sullivan Sales & Marketing Executive Summit. Use the Convention and Meeting Services (CAMS) Code AP 4124 to receive your discounts. There are three options for making your discounted reservations:



1. Use your CAMS Code at americawest.com in the eCertificate area of the Air Reservations page for your airline reservations. Your discount will be outlined in detail on the Purchase page. Enter AP4125
2. Call the America West Group & Specialty Travel Department directly at 800-548-7575 Monday through Friday from 6am - 6pm.
3. Contact your preferred travel agent and reference your CAMS Code. America West Airlines can serve virtually all of your meeting travel needs with over 800 daily departures from more than 90 cities all across the United States, Mexico and Canada.

To learn more about the discounts available to you, or to book your reservation, please call America West Airlines today!

Registration/Pricing Schedule

- Complete Series
(Jan 11-15, '04, Sun-Thr): \$2,695
- Executive Forum & General Session
(Jan 11-14, '04, Sun-Wed): \$2,195
- General Session & Executive Exchange
(Jan 13-15, '04, Tue-Thr): \$2,195
- General Session Only
(Jan 13-14, '04, Tue-Wed): \$1,595
- Executive Forum Only
(Jan 11-12, '04, Sun-Mon): \$895



Group Discounts Available
Contact: 1-877-GO-FROST
for details

Register me as follows:

- **Executive Forum** (Jan 11-12, '04, Sun-Mon)
 - Golf Tournament Sunday (\$125)
 - Cocktail Party Sunday (included)

- **General Session** (Jan 13-14, '04, Tue-Wed)
Choose one from each timeframe for the following ThinkTanks (TT) and Roundtables (RT):

- Tuesday 1:30pm**
 TT1 TT2 TT3 TT4
- Wednesday 11:30am**
 RT1 RT2 RT3 RT4

- Executive Exchange** (Jan 15, '04, Thr)

- 2004 Excellence in Information & Communication Technology Awards Cocktail Reception/Dinner (January 14, '04, Wed.)

- **Executive Briefings**
 - Topic Monitor Service
 - Attendees: \$495
 - Non-Attendees: \$695
 - Comprehensive Service
 - Attendees: \$695
 - Non-Attendees: \$995

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