

# Wednesday Sessions



9:00 - 10:00 Best Practice: Measure Performance of Your Customer Service Centre

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Behind-the-Scenes: Powering One Million Subscribers 24\*7\*365

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Hands-On Training: Nonprofits: Automate Processes with Workflow

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Channel Management Best Practices

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The Force.com Platform: Application Framework Overview

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Solving the Integration Dilemma: How and Where You Should Look to Integrate

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Best Practices for Lead Management

10:30 - 11:30 Delivering Customer Service in a "Web 2.0" World

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Hands-On: Building Dashboards to Drive Revenue

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Campaigns to Cash: Best Practice to Track Campaign Effectiveness

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Adoption: Getting on the Right Track, Right Away

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Nonprofit. Problem Solved: Solutions for Non-Profit Business Processes

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De-Mystifying Integration. Making the Complex Simple.

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Development-as-a-Service: Get ready to develop on-demand with Cloud Computing

16:00 - 17:00 Help your Customers to Help Themselves: Using the Salesforce.com Customer Portal

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Hands-On: Google AdWords

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Best Practices for Multi National & Global Programmes

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Nonprofit. What will you build next? Salesforce to Support your Initiatives

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Discover the fast route from opportunity to cash !

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European Chief Innovation Officer : Roundtable Discussion

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Power-Up Your Apps with Apex Code

17:15 - 18:15 Industry Focus:Hi-Tech. User Group & Networking

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Industry Focus: Financial Services Networking Group

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Force.com Platform: Expanding Distribution & Market Reach - Networking Session

# Thursday Sessions

11:30 - 12:30 Best Practices for Implementing the Customer Service Department

Increase Sales Productivity: What to Know When Going Mobile!

Hands-On: Managing Business Processes with Workflow and Approvals

AppExchange: List Building and eMail Marketing

Visualforce: User Interface as a Service, What User Experience will you Build?

Industry Focus: Ad Sales Success: Empowering Advertising Sales Teams

The 'Art of the Possible' with Force.com and the AppExchange

13:15 - 14:15 Hands-On: Help Customers to Help Themselves with the Customer Portal

IdeaExchange: Unlocking Innovation

Optimising Sales Operations with Sales Performance Management

No More Bad Data !

Apex, Visualforce & Beyond: A Glimpse into the Future of Force.com

Financial Services – Salesforce in Capital Markets

Building New Apps on the Force.com Platform

14:45 - 15:45 Best Practice: Sales Excellence !

Salesforce for Google AdWords: Optimise SEM Performance

Industry Focus: Financial Services. Managing Indirect Sales.

Hands-On: Visualforce: Any User Interface, Any Application, Any Device

Chief Innovation Officers: Delivering Rapid Business Benefit

Security: There is No Finish Line on Security

## Thursday Sessions Cont.

16:15 - 17:15 CTI: Ringing in Customer Loyalty

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Enterprise Integration: Combine the Salesforce Platform with your Architecture

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Sneak Peak at the Product Roadmap for System Administrators

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Empowering Sales & Service Excellence in the Communications Industry

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Hands-On: Build it Now ! Get under the covers of Force.com

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Measuring your Marketing: Get the Most Out of Reports & Dashboards

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Increase Sales Effectiveness: Arm Every Employee with the Most Relevant Content

