

BIG IDEAS

EUROPE 2010

AGENDA

(subject to change)

MONDAY, APRIL 19TH, 2010

12:00 - 13:00	BIG IDEAS EUROPE REGISTRATION NETWORKING & DEMO STATIONS
13:00 - 13:15	WELCOME TO BIG IDEAS EUROPE 2010 Joachim Klein, VP & General Manager Europe
13:15 - 14:45	OPENING KEYNOTE: BIG TRENDS – HOW TO SELL EVEN MORE, AND EVEN FASTER! Godard Abel, Co-Founder & CEO, BigMachines
14:45 - 15:15	HOW DO WE SUPPORT YOUR SUCCESS? Joachim Klein, VP & General Manager Europe, BigMachines
15:15 - 15:45	COFFEE BREAK & NETWORKING & DEMO STATIONS
15:45 - 16:00	MAXIMIZE SALES EFFECTIVENESS BY MANAGING COMPENSATION & INCENTIVES Mark Bowman, Managing Director, Business Development and International, Xactly Corp
16:00 - 16:15	HOW TO LEVERAGE CLOUD INTEGRATION TO TURBOCHARGE BIG-MACHINES Bob Fedorciow, Vice President International, Cast Iron Systems
16:15 - 17:30	BIGMACHINES INNOVATION ROADMAP Tim Handorf, VP of Product Management, BigMachines
17:30 - 18:30	COCKTAIL RECEPTION & NETWORKING & DEMO STATIONS
18:30 - 22:00	BIGGER BETTER BIRTHDAY BASH - 10 YEARS BIGMACHINES DINNER & NETWORKING

DEMO STATIONS:

STATION 1: GET TO KNOW YOUR SUPPORT TEAM! (Customer Support)

STATION 2: NEW FEATURES IN BIGMACHINES 10 (Product Demos)

STATION 3: WHAT IS IN THE FUTURE? (Product Management)

SELL MORE. SELL FASTER.

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TUESDAY, APRIL 20TH, 2010

8:00 - 9:00	NETWORKING & DEMO STATIONS	
9:00 - 9:15	WELCOMING BACK BIG IDEAS AND RECAP FROM DAY ONE Joachim Klein, VP & General Manager Europe, BigMachines	
9:15 - 10:30	WHAT ARE YOUR BIG IDEAS? HANDS-ON PRODUCT ROADMAP BRAINSTORMING Tim Handorf, VP of Product Management, BigMachines	
10:30 - 11:00	COFFEE BREAK & NETWORKING & DEMO STATIONS	
11:00 - 12:15	CUSTOMERS EXCHANGING BIG IDEAS... PANEL DISCUSSION Moderated by Chris Shutts, Co-Founder, BigMachines	
12:15 - 12:30	THE AVATAR EFFECT – 3D VISUALIZATION FOR BETTER PRODUCT CONFIGURATIONS Marc Herling, General Manager, Lumo Graphics	
12:30 - 13:30	LUNCH & NETWORKING & DEMO STATIONS	
13:30 - 14:15	BREAKOUT SESSION: BUSINESS MULTI-CHANNEL SALES STRATEGIES David Douglas & Brad Williams	BREAKOUT SESSION: TECHNICAL ADMINISTRATION BEST PRACTICES Markus Schleicher & Gary Males
14:15 - 14:30	THE BEST OF BOTH WORLDS - INTEGRATING ON PREMISE PROCESSES WITH CLOUD CENTRIC PROCESSES Berndt Jung, Co-Founder, Skyvva	
14:30 - 15:00	COFFEE BREAK & NETWORKING & DEMO STATIONS	
15:00 - 15:45	BREAKOUT SESSION: BUSINESS TIPS FOR A RAPID IMPLEMENTATION & HIGHER ADOPTION Graham Smith	BREAKOUT SESSION: TECHNICAL DOCUMENT ENGINE TIPS & TRICKS Alon Goldman & Adi Smulian
15:45 - 16:00	CRM ON DEMAND RELEASE 17 AND SALES PRODUCTIVITY BUNDLE Daryn Mason, CRM On Demand EMEA Sales Consulting Director, Oracle	
16:00 - 16:15	10 SESSIONS - 10 YEARS WRAPPING-UP SUCCESS AND IDEAS Joachim Klein, VP & General Manager Europe, BigMachines	

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