

LYRIS™

FutureVision Conference Chicago



September, 2010

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Lyris FutureVision Welcome Letter

The terrain of online and email marketing is constantly shifting and evolving and the most successful marketers are those who not only stay abreast of these shifts but lead the market in driving innovation and change.

Today we've brought together a group of these creative marketing leaders and innovators, across a broad range of industries, to provide you with relevant, real-world email and web marketing case studies, success stories and techniques. We believe this mix of peer-to-peer presentations and Lyris expert speakers will provide you with the tips and tools you need to see the future and drive your business forward as we head into 2011.

We hope you'll use this opportunity not only to attend the individual presentations but also network among your fellow peers and colleagues to learn from each other. The Lyris team is also here in force and happy to answer any questions you may have throughout the day.

Welcome to Lyris FutureVision!

Wolfgang Maasberg
CEO, Lyris, Inc.

FutureVision Agenda

8:00 – 8:45AM	Registration and Continental Breakfast
8:45 – 9:00AM	Welcome Address Blaine Mathieu, CMO, Lyris
9:00 – 9:45AM	Keynote: The Future of Connected Marketing: Imperative Tactics to Advancing Relevance David Daniels, CEO, The Relevancy Group, Former VP and Principal, Forrester
9:45 – 10:15AM	Success story: How we Grew Online Revenue 80% James Meers, The British Museum
10:15 – 10:30AM	Refreshment Break
10:30 – 11:00 AM	Success story: Using Permission Marketing to Ensure Relevance and Results John Mast, Expedia CruiseShipCenters
11:00 – 11:30 AM	Best practice session: Growing Your Email Opt-in List – Almost Automatically Andrea Scarnecchia, VP Marketing, Lyris
11:30 – Noon	Success story: David vs. Goliath: How a Mid-Size Business Uses Email Automation to Compete with the “Big Boys” Peter Broughton, Eldorado Hotel Casino & Silver Legacy Resort
Noon – 1:00 PM	Lunch Discussion: The Future of Lyris: Where We're Going and How to Leverage it for Success Blaine Mathieu, CMO, Lyris
1:00 – 1:30 PM	Success Story: How Campaign Optimization Improves Relevance and Results Samantha McDuffee, Student Advantage
1:30 – 2:00 PM	Best practice session: Using Website Visitor Behavior Data to Get Email Open Rates of 45%+ Andrew Robinson, VP Full Service, Lyris
2:00 – 2:30 PM	Success story: Successful Integrated Marketing for the Online Retailer Amanda Metcalfe, Sainsburys Supermarkets
2:30 – 3:00 PM	Success Story: How Creating a Holistic View of the Customer & Implementing Behavioral Segmentation Got Us Results Lauren Walinsky, GuideStar
3:00 – 3:15 PM	Afternoon Break
3:15 – 3:45 PM	Best practice session: Deliverability Wake Up: The Demands of Today's Market Global Director: Deliverability Services, Privacy Compliance and Industry Relations, Lyris
3:45 – 4:15 PM	Success Story: Using Trigger Programs to Meet, Greet and Monetize Sylvia Sierra, Access Intelligence
4:15 – 5:00 PM	Interactive panel Q&A: Social Media and Email: The Dynamic Duo Using Social Media to Improve Email Marketing Results Geene Rees Director of Social Media Consulting Closing Remarks
5:00 – 6:00 PM	Networking Cocktail Hour

Success Story

How we Grew Online Revenue 80%

James Meers, Business Development Manager, The British Museum

James Meers is the Business Development Manager at the British Museum and has been in eCommerce for over 10 years working in a variety of roles, both B2C and B2B. James was part of the founding team that started Venda.com, the on-demand eCommerce solution, working with a variety of online retail businesses before founding koodos.com in 2005, a super-affiliate for the fashion industry. He is now at the British Museum to develop and grow both their B2B & B2C eCommerce operations.

The British Museum is a museum of human history and culture based in London. Its collections, which number more than seven million objects, are amongst the largest and most comprehensive in the world and originate from all continents, illustrating and documenting the story of human culture from its beginning to the present.

Success Story

Using Permission Marketing to Ensure Relevance and Results

John Mast, VP Marketing, Expedia CruiseShipCenters

John Mast is an innovative Marketing Executive with over 15 years experience delivering enterprise level projects and award winning marketing programs. Specialties include ROI based Integrated Marketing Strategy that drives results with specific experience in CRM Systems, Interactive Marketing with a strong focus on Permission Marketing, SEO and Social Web Engagement. After 10 years with Expedia CruiseShipCenters, John heads the marketing team and shares his wealth of knowledge and experience both internally and externally, working with companies like Carnival Cruise Lines, Princess Cruises, Holland America Line and Royal Caribbean International.

Expedia® CruiseShipCenters® is one of North America's leading sellers of cruise vacations. We are part of the Expedia Inc. family. As Cruise Specialists, the company has been a market leader for over 23 years (Established in 1987). With over 130 retail locations, a team of 3000 professionally-trained Cruise Consultants and a searchable online database of more than 10,000 cruise vacations, we are able to provide exceptional customer service and outstanding value to our clients.





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