



ISA's First Annual Marketing & Sales Summit:

Best Practices in Customer Acquisition and Retention in Automation Markets

13-15 September 2006 • Austin, TX

Conference Program

13 September, Evening

5:00-6:30 p.m.—Exhibit setup & registration

6:30-9:00 p.m.—Reception and Networking with refreshments in exhibit area

7:30-7:40 p.m.—Welcome, Ted Gibbon, Chair, ISA Management Division

Introduction, Walt Boyes, Conference Chair

7:40-8:30 p.m.—Plenary Speaker: Dan Miklovic, Managing Vice President, Gartner, Inc., State of Manufacturing Industry

14 September

7:00-8:30 a.m.—Registration check-in

8:00-8:05 a.m.—Introduction, Shari Worthington, Program Chair

8:05-8:15 a.m.—Opening and Welcome, Walt Boyes, Conference Chair

8:15-9:15 a.m.—Keynote: "Changing Role of the Senior Marketing & Sales Exec," Jane Lansing, VP Marketing, Emerson

9:15-9:45 a.m.—Morning Break with refreshments by exhibit area

9:45-11:15 a.m.—Break-out Sessions (4)

11:15 a.m.-1:00 p.m.—Lunch Buffet

Noon-12:45 p.m.—Lunch Keynote: "The Shift to Service Selling," by Mark Taft, Senior VP Global Systems Marketing, Process Automation, ABB

1:00-2:30 p.m.—Break-out Sessions (4)

2:30-3:00 p.m.—Afternoon Break with refreshments by exhibit area

3:00-4:00 p.m.—Closing Plenary: "What Automation Marketing Can Learn from High Tech," Brian Chapman, Director of Corporate Marketing, Honeywell Process Solutions

Break-out Speakers:

SALES & SALES MANAGEMENT

Team Selling — Brian Gardner, President, Selltis
TBD — Walt Rovira, President, Teledyne Instrumentation

MARKETING COMMUNICATIONS

Press Releases are not a PR Strategy — Linda VandeVrede, President, VandeVrede Public Relations
Channel Marketing: Making Partnerships Work — Jack Barber, Market Development Manager, National Instruments

E-MARKETING

The 7 Deadly Sins of Search Engine Marketing — Shari Worthington, President, Telesian Technology
Leveraging and Integrating Your Web Site — Walt Boyes, Editor in Chief, *CONTROL* Magazine

STRATEGY & BRANDING

Expanding into New Markets — Dan Miklovic, Managing Vice President, Gartner, Inc.
Mastering & Managing the Buying Process - Juliann Grant, Vice President, Telesian Technology

15 September

7:00-8:00 a.m.—Registration check-in, Breakfast, and Networking

8:00 a.m.-5:00 p.m.—Product Management Workshop
Instructor: Barbara Finer, President, Quivivity

8:00-8:05 a.m.—Introduction, Shari Worthington, Program Chair

8:00-10:00 a.m.—Playing Ball as a Team: Product Team Structure, Roles, and Organization

10:00 a.m.-5:00 p.m.—Refreshment break

10:15 a.m.-1:15 p.m.—Voice of the Customer: Defining Winning Products

1:15-2:15 p.m.—Lunch break
Keynote Speaker: Walt Boyes, Conference Chair

2:05-5:00 p.m.—Product Launch Planning

For more information or to register, go to www.isa.org/dvsp/1 or call (919) 549-8411.