

## Keynote speakers:

Gartner

Eric Reiss

Natasha Saxberg

LEGO

YouSee

Aarstiderne

Brødrene Dahl

Aller Media

» Register here

09.00-09.30

Registration

09.30-09.50

Michael Seifert,  
CEO Sitecore Corporation



Welcome and opening statement

09.50-10.40

Mick MacComascaigh,  
Research Director, Gartner,



Trends in the web CMS market - Where are we headed?

- Requirements for websites in the rapidly changing web content management market
- How customer-centric websites are changing the market
- Tips for maximising your CMS investment in 2010

Break 10.40-11.00

11.00-11.35

Darren Guarnaccia,  
VP Product Marketing, Sitecore Corporation



Beyond web publishing - Harnessing your website and WCM as core business critical applications

- Web content management beyond managing and publishing content
- Increase the business value of your website
- Sitecore Online Marketing Suite

11.35-12.10

Eric Reiss,  
Content Strategist and Partner at Fatdux.com



Bridging the gap between online marketing and social media

- Understanding the paradigm shift from demographics to behaviour
- Don't throw out your personas when your site launches!
- Social media isn't free, but behaviour tracking is – if you've got the right tool

Lunch 12.10-13.15

## Digital strategy

13:15 - 14:00

**Søren Eilersen, Partner and Founder of Aarstiderne.com**

### How to think and act digital

- Building a digital brand with a connection to nature
- Staying in touch with customers
- Building a strong concept and sticking to it
- Outsourcing versus insourcing

14:00-14:45

**Christian Schade, Manager, Aller Media Networks Center**

### From print to digital media house

- Transformation and development of a traditional company into a digital power house
- Our web platform and how are we using it
- Requirements for success from the organisation, the web platform and product development

Break 14:45-15:00

15:00 - 15:45

**Michael Ravnsbæk, E-Business Manager, Brødrene Dahl**

### What's the strategy behind successful b2b e-business?

- Build relationships with your customers through real added value
- Create an e-business focus throughout the organisation
- Minimise internal processes and increase customer benefit
- Choose the right web platform
- Quick wins and major challenges

16:00

Networking

## Online Marketing

**Martin Stahl, Founder & Partner, Stahl & Co**

### 360 degrees online marketing

- How to win and turn your visitors into customers
- Targeted content and personalised communication

**Lars Birkholm Petersen, Sales Manager, Sitecore Denmark**

### How to get started with Sitecore Online Marketing Suite

- The key steps in building a successful website with Sitecore Online Marketing Suite
- The framework for getting started
- Calls to action

**Peter Østerhaab, Online Manager, YouSee A/S**

### YouSee and our experiences with Online Marketing

- Optimizing the website for higher conversation rates
- Targeting visitors with the right content
- Using online channels for marketing

Networking

## Web platform & development

**Lars Fløe Nielsen, VP Technical Marketing, Sitecore Corporation**

### An online marketing platform or a collaboration platform?

- Dynamic sites require a marketing-oriented CMS
- A comparison between Sitecore CMS and SharePoint Server
- Differences in features and value

**Pau Larsen, Senior Consultant, Sprint Force / Addition**

### How to squeeze all potential value out of your CMS-based IT projects

- What new handles does the Agile approach provide you with?
- How to avoid crash and burn with Agile
- What makes Sitecore CMS a strong companion to Agile?

**Christian Toftdahl, Senior Producer, Online Platform, LEGO**

### Choosing the right CMS platform for LEGO

- Introduction to LEGO Digital and online platform
- The CMS selection process
- Agile development with Sitecore CMS
- Lessons learned from working with Sitecore CMS and Agile

Networking

## Communities and Mobility

**Darren Guarnaccia, VP Product Marketing, Sitecore Corporation**

### Profiting from branded communities

- Incorporating social media and user-generated content in marketing strategy
- The strategic value of leveraging social technology
- Building branded communities on Sitecore

**Jeppe Hansen, Director and Simon Kibsgaard, Business Consultant Mobile Business Development, Creuna**

### Tune in on the mobile channel

- Rethink your business with creative strategic mobile/mobility initiatives
- How mobility and web melts together to create new and improved services
- Integrating mobile initiatives into a digital strategy
- Recent cases and proven concepts

**Natasha Friis Saxberg, Author and affiliated at Copenhagen Institute for Futures Studies**

### Real time return on investment

- How can the Real Time Web provide value for corporations?
- What motivates users to participate and which rules should organisations follow?
- How can social media support your strategy and how can results be measured?

Networking

## Intranet

**Kurt Kragh Sørensen, Partner & Founder of Intrateam**

### How to succeed with your intranet

- Ownership and top management engagement
- Killer applications on your intranet
- How to structure and manage your intranet

**Jan Kjær, Business Development Manager, Sitecore Denmark**

### Sitecore Intranet Portal – Easy to Use, Ready to Run, Prepared for The Future

- Learn about the benefits and quick wins of Sitecore Intranet Portal
- Improve internal communication and collaboration
- Demo of Sitecore Intranet Portal

Intranet case – To be announced

Networking