



ShoreTel - Accelerate Marketing
Knowledge Series #3
IOD, 116 Pall Mall, London
Thursday 22nd September, 2011

Agenda

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| 08.30 – 09.00 | Registration & Coffee |
| 09.00 – 09.15 | Welcome & Introduction
Tom Perry, EMEA Marketing Director, ShoreTel |
| 09.15 – 10.00 | Social Media – How can you make it work for your business?
James Downes, Digital Director, Pancentric |
| 10.00 – 10.45 | Demand Generation – Marketing has changed but you still
need to remember the basics
Lesley Tadgell-Foster, Director, Shelfline Consultancy |
| 10.45 – 11.00 | Coffee Break |
| 11.00 – 11.45 | Using Marketing Insight to drive sales
Shane Redding, Managing Director, Think Direct |
| 11.45 – 12.30 | Data Segmentation for Business
Amr Hassan & Derren Fielder, Director's, Segmetrix |
| 12.30 – 13.15 | Networking Lunch |
| 13.15 – 13.45 | Inbound Marketing – Overview
Richard Chilver, Director, Bull Creative |
| 13.45 – 14.15 | ShoreTel – Channel Marketing Audits
Andy Grant, Managing Director, Bowan Arrow |
| 14.15 – 14.45 | Marketing Planning – Overview
Tom Perry, EMEA Marketing Director, ShoreTel |
| 14.45 – 15.00 | Panel Session
Questions from the floor... |
| 15.00 – 15.30 | Summary & Close
Tom Perry, EMEA Marketing Director, ShoreTel |

Thank you for your participation - Please join us for drinks in the bar