

---

## Transitioning to a Customer Centric Organization: Giving Customers a Seat at the Strategic Decision Making Table

General Session G: 4:15 pm - 5 pm  
Gershwin Ballroom, 4th Floor

**Megan Crowley**  
Director, Market Research  
Norwegian Cruise Line

---

Networking Reception: 5 - 6 pm  
Gershwin Ballroom Foyer, 4th Floor

Hosted by:   
**synovate**  
Customer Experience

---

**Friday, February 27, 2009**

Continental Breakfast: 8 - 9 am  
Gershwin Ballroom Foyer, 4th Floor

---

## Bought, Owned and Earned: Building a Customer Experience Attribution Model

General Session H: 9 - 9:45 am  
Gershwin Ballroom, 4th Floor

**Arthur F. Muldoon**  
Senior Vice President, Data Platforms  
Aegis Media/Isobar

---

## Aligning Key Internal Stakeholders to Deliver the Brand Promise to Customers

General Session I: 9:45 - 10:30 am  
Gershwin Ballroom, 4th Floor

**David Wozniak**  
Assistant Vice President Head of Advertising & Brand Development  
Lincoln Financial Group

---

Networking Refreshment Break:  
10:30 - 10:45 am  
Gershwin Ballroom Foyer, 4th Floor

---

## Customer Experience Engineering: A Scientific Approach to Customer Communication

General Session J: 10:45 - 11:30 am  
Gershwin Ballroom, 4th Floor

**Paul Lundy**  
Vice President, Business Process & Communication Outsourcing  
Xerox Corporation

---

## Wrap Up and Discussion

General Session K: 11:30 am - 12:15 pm  
Gershwin Ballroom, 4th Floor

**Larry Crosby**  
Chief Loyalty Architect  
Customer Experience  
Synovate Customer Experience

---

## Representing The Conference Board:

Renee DaCruz, Conference Administrator  
Kateri Drexler, Conference Program Director  
Anika Greene, Meeting Planner  
Hannah Sohn, Portfolio Manager

**Westin New York at Times Square**  
270 West 43rd Street, New York, NY 10036  
Tel 212 201 2700

Please remember to complete your conference evaluation form and return it to our registration desk at the conclusion of the conference. Your responses to the survey will assist us in the planning of future meetings.

For up-to-date conference information  
visit our website at [www.conference-board.org](http://www.conference-board.org)

The 2009  
**Customer Experience  
Management  
Conference**

Improving Business Results  
by Design

**February 26 - 27, 2009**  
**Westin New York at Times Square**  
**New York, NY**

Sponsored by:   
**synovate**  
Customer Experience

## About The Conference Board

The Conference Board is the world's leading business membership organization, with a global network of close to 2,000 enterprises in nearly 60 countries.

The Conference Board creates and disseminates knowledge about management and the marketplace to help businesses strengthen their performance and better serve society.

Working as a global, independent membership organization in the public interest, we conduct research, convene conferences, make forecasts, assess trends, publish information and analysis, and bring executives together to learn from one another.

The Conference Board is a not-for-profit organization and holds 501(c)(3) tax-exempt status in the United States

## Why Our Meetings Are Different

The Conference Board provides executives from around the world with opportunities to share practical business experience. This focus on actual business experience, rather than theory, primarily from senior executives from major organizations, along with a superior level of networking with peers are the distinguishing features of Conference Board meetings.

The Conference Board's meetings are rated as one of America's leading speaking platforms for top management. More than 150 CEOs address the Board's 12,000 meeting participants each year.

---

---

## Thursday, February 26, 2009

Registration and Continental Breakfast: 8-9 am  
Gershwin Ballroom Foyer, 4th Floor

---

## Crafting Extraordinary Customer Service Magic

General Session A: 9-9:45 am  
Gershwin Ballroom, 4th Floor

**Christopher J. Zane**  
Founder and President  
Zane's Cycles

---

## Case Study: Yahoo!

General Session B: 9:45 - 10:30 am  
Gershwin Ballroom, 4th Floor

**Nick Besbeas**  
Senior Vice President, Marketing  
Yahoo!

---

Networking Refreshment Break:  
10:30 am-11 am  
Gershwin Ballroom Foyer, 4th Floor

---

## All Starts with the Brand

General Session C: 11-11:45 am  
Gershwin Ballroom, 4th Floor

**Douglas Brooks**  
Senior Vice President  
Branding & Communications  
Marketing Management Analytics

---

Luncheon: 12 noon-1 pm  
Ambassador 3, 2nd Floor

---

Concurrent Sessions D1 or D2: 1:15 pm - 2 pm  
(Choose One)

## Case Study: USAA

Concurrent Session D1: 1:15 pm - 2 pm  
Gershwin Ballroom, 4th Floor

**Bret Callaway**  
Vice President, Employee Communications  
USAA

---

## Case Study: Hewlett Packard

Concurrent Session D2: 1:15 pm - 2 pm  
Plymouth Room, 9th Floor

**Cynthia Hester**  
Director of Marketing  
Hewlett Packard

---

Networking Refreshment Break:  
2 pm - 2:15 pm  
Gershwin Ballroom Foyer, 4th Floor

---

Concurrent Sessions E1 or E2: 2:15 pm - 3 pm  
(Choose One)

## Customer Experience Management in the Diversified Technology Company: A Case Study of 3M

Concurrent Session E1: 2:15 pm - 3 pm  
Gershwin Ballroom, 4th Floor

**Dean Adams**  
Former Director, Corporate Brand Management  
3M Company  
Principal Brand Strategist  
LEVEL

---

## Customer Experience Networks: Creating Great Experiences for a Web 2.0 World

Concurrent Session E2: 2:15 pm - 3 pm  
Plymouth Room, 9th Floor

**David Rogers**  
Executive Director  
Center on Global Brand Leadership  
Columbia Business School

---

Concurrent Sessions: F1 or F2: 3:15 pm - 4 pm  
(Choose One)

## Case Study: Avis

Concurrent Session F1: 3:15 pm - 4 pm  
Gershwin Ballroom, 4th Floor

**Scott Deaver**  
Executive Vice President - Strategy  
Avis Budget Group

---

## Charting Customer Perceptions of Brand Experience - Keeping our Finger on an Intangible Pulse

Concurrent Session F2: 3:15 pm - 4 pm  
Plymouth Room, 9th Floor

**Catherine Ostheimer**  
Director, Brand Management  
Ingersoll Rand