

# agenda

2011 sitecore developer  
& partner conference  
april 18-20, 2011



dreamcore 2011  
SITECORE | NORTH AMERICA

**Technical Track A**  
Product Theory & Capabilities  
Imperial Ballroom

**Technical Track B**  
Implementation Solutions with  
Techniques and Tips  
Georgian

**Business Track**  
Getting Value for Business Users  
Arlington/Berkeley

**Partner-Specific Business Session**  
Clarendon

## ▼ Monday, april 18

5:00 pm - 7:00 pm

Registration Open — Mezzanine Level

## ▼ Tuesday, april 19

7:00 am - 8:30 am

Registration Open — Mezzanine Level

7:30 am - 8:30 am

Breakfast with Sitecore's Executive Team and Carl Franklin — Plaza Ballroom and Statler Room

8:30 am - 5:00 pm

Technology Showcase — Mezzanine Hallway

8:30 am - 9:30 am

Keynote: **DREAMS BECOMING REALITY — ANNOUNCING SITECORE'S NEXT PLATFORM** by Michael Seifert, Co-Founder and CEO, Sitecore — Imperial Ballroom  
Keynote: **WHAT A LONG STRANGE TRIP IT'S BEEN** by Carl Franklin, Microsoft MVP and Internet Talk Radio host of .NET Rocks — Imperial Ballroom

9:45 am - 10:45 am

**TECHNOLOGY OVERVIEW KEYNOTE**  
Lars F. Nielsen, Kerry Bellerose, Sitecore

**BUSINESS AND MARKETING SUCCESS:**  
For Enterprises Going Global and Remaining Regionally Adept with Sitecore: Don Costello, Jennifer Martinson, Uponsor: Sabin Ephrem, Jeff Stoll, Horizontal Integration; Sultan Ghahani, Sitecore

**MARKET SUCCESS WITH SITECORE**  
Jason Crea, Bjarne Hansen, Sitecore

10:45 am - 11:00 am

Morning Break

11:00 am - 12:00 pm

**DEVELOPER GOODIES:**  
**COOL STUFF ON ITS WAY TO YOU!**  
Lars F. Nielsen, Sitecore

**DRIVING BUSINESS VALUE WITH COMMUNITY / SOCIAL MEDIA SOLUTIONS AND SITECORE**  
Matt Rook, Julia Gavrilova, The Knot  
Joe Henriques, Sitecore

12:00 pm - 1:15 pm

Lunch with Sitecore's Regional Sales Teams — Plaza Ballroom and Statler Room

1:30 pm - 2:30 pm

**OMS 2.0 — UNDER THE HOOD:**  
**USING THE NEW API AND INSIGHTS INTO THE IMPROVED DATABASE STRATEGY**  
John West, Sitecore

**SITECORE CASE STUDY — INTEGRATED MARKETING AUTOMATION AND SALES INTELLIGENCE WITH SITECORE**  
Marc Littman, Qlikview  
Derek Roberti, Sitecore

**PARTNER FIRST LOOK: FROM ONLINE MARKETING TO CUSTOMER ENGAGEMENT WITH THE NEWEST SITECORE RELEASE**  
Jeremy Ziegler, Aware Web Solutions  
Suzy McKee, Sitecore

2:45 pm - 3:45 pm

**THE PAGE EDITOR STRIKES BACK — EPISODE 6.5**  
Alexey Rusakov, Sitecore

**SITECORE CASE STUDY: ENGAGING YOUR CUSTOMERS, MEMBERS, AND/OR CONSTITUENTS WITH SITECORE'S OMS**  
Carla Brown, National Wildlife Federation  
Amanda Shiga, non-linear creations  
Howie Bagley, Sitecore

**ENGAGING YOUR CUSTOMERS, MEMBERS, AND/OR CONSTITUENTS**  
Matthew Schuttloffel, National Wildlife Federation  
Randy Woods, non-linear creations  
Bill Sapp, Sitecore

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3:45 pm – 4:00 pm Afternoon Break

4:00 pm – 5:00 pm

**ALL ABOUT AUTOMATION: UNDERSTANDING, CUSTOMIZING, AND EXTENDING SITECORE'S AWESOME ENGAGEMENT AUTOMATION**  
Kerry Bellerose, Sitecore

**SITECORE + CRM: WHY, WHEN AND HOW TO MARRY THESE TECHNOLOGIES**  
Eric Stoll, Chris Spears, Arke Adam Conn, Sitecore

**DIGITAL MARKETERS CREATING 360° MULTI-CHANNEL FAN AND ENTERTAINMENT SOLUTIONS WITH SITECORE**  
John Phillips, ATP World Tour; John Van Spyk, Digitalia, Peter Fogelsanger, Sitecore

6:00 pm – 9:00 pm The Neighborhoods of Boston Reception – Plaza Ballroom and Statler Room

## ▼ Wednesday, april 20

7:30 am – 8:30 am Breakfast with Sitecore Technical Support, Services, and Training – Plaza Ballroom and Statler Room

8:30 am – 3:00 pm Technology Showcase – Mezzanine Hallway

8:30 am – 9:30 am

**TECHNOLOGY INTERACT PANEL**  
Michael Seifert, Lars F. Nielsen, Darren Guarnaccia, Kerry Bellerose, Sitecore

**QUALITY OVER QUANTITY: DRIVING MARKETING EFFECTIVENESS WITH OMS2'S ANALYTICS DASHBOARDS**  
Ron Person, Sitecore

9:45 am – 10:45 am

**SITECORE CASE STUDY – MOBILE STRATEGY IN ACTION** Rebecca Company, Brookings Institution; Daniel DeLay, Velir Studios  
Howard Kim, Sitecore

**PROJECT MANAGEMENT: IMPLEMENTATION AND BEST PRACTICES WITH THE OMS, ECM AND MULTILINGUAL SITES**  
Natalia Boyadjiev, Sitecore

**SITECORE COMPETENCIES / PARTNER ROUNDTABLE**  
Bjarne Hansen, Jason Crea, Russ Emerson, Sitecore

10:45 am – 11:00 am Morning Break

11:00 am – 12:00 pm

**OUTSTANDING SOLUTIONS WITH TDS**  
Jordan Saletan, Adam Kirschner, Ogilvy & Mather; Dan Galvez, Charlie Turano, Hedgehog; Michael Casey, Sitecore

**BUILDING SUCCESSFUL AND EFFICIENT MULTILINGUAL SOLUTIONS WITH SITECORE**  
Alex Shyba, Sitecore

**SITECORE SITE OF THE YEAR WINNERS**  
Michelle Accardi, CA Technologies  
Catherine Sbarra, The Knot  
Joe Henriques, Sitecore

12:00 pm – 12:30 pm Concluding Visionary Speech – Michael Seifert, Darren Guarnaccia, Sitecore – Imperial Ballroom

12:30 pm – 1:30 pm Lunch with Sitecore Product Management and Marketing Teams – Plaza Ballroom and Statler Room

1:30 pm – 2:30 pm

**Workshop: Shared Source Modules** – Corey Caplette, Velir; Matt Hovany, The Revere Group; Nick Wesselman, Hanson Dodge; Derek Roberti, Sitecore – Arlington/Berkeley

1:45 pm – 3:00 pm Post-Conference Optional Ancillary Meetings, Demos, Technical Training