

Agenda

Plenary				
8:30am	Registration Tea & Coffee upon arrival			
8:50am	Welcome Philipp Heltewig, Managing Director, Sitecore Australia			
9:00am	Dreams Becoming Reality Michael Seifert, CEO & Co-founder, Sitecore			
9:30am	Tuning Your Online Channel to WII FM (remote presentation) Mick MacComascaigh, Research Analyst, Gartner			
10:30am	Morning Tea			
	Partner / Business	Developer	Marketing	Technical
10:50am	Sales Success with Sitecore Greg Baxter, Sitecore Australia	Developer Overview Keynote Tim Ward, Sitecore Australia	Quality over Quantity: Driving Marketing Effectiveness with DMS's Analytics Dashboards Ron Person, Sitecore	Blow the Clouds Away Tim Buntel, Microsoft
11:30am		Developer Goodies Adam Conn, Sitecore	Sitecore Data Mining: The Power of Raw Visitor Data Christian Bartens, Datalicious	A Case Study of Large Scale Integration with Sitecore and Chisholm Institute Tamara Bowles, Chisholm Institute and Simon Julian, Reactive Melbourne
12:10pm	Get Started with CEP, and Leap-Frog Your Competitors! Greg Baxter, Sitecore Australia	Testing Strategies for Sitecore Implementations Alistair Deneys, Next Digital	How to Change People's Behaviour: Yes Really. Adam Ferrier, Naked Communications	The Village Roadshow Transition to Sitecore Amanda Pooley, Village Roadshow
12:50pm	Lunch			
1:40pm	AustralianSuper Using Sitecore to Deliver Personalised and Targeted Content for Members Rom Daulo, AustralianSuper and Joel Lipman, Deloitte Consulting	Building a solid SDLC for Implementing Sitecore Sites Narendra Tumkur, ApaceWeb	The Path to Becoming the Premier Online Destination in Property David Finimore, Colliers International and Scott Porter, BlueArc Group	Going Mobile with Sitecore Steve Green, Sitecore Australia
2:20pm	A Multi-Site Case Study on Cricket Australia, Using Sitecore to Support a New Cricket League Kane Washington, Cricket Australia and Simon Julian, Reactive Melbourne	Rapid eCommerce with SEFE: A Case Study Tom Beeby and Eric Orton, DTDigital	Personalised Intranets - How CSIRO's Intranet is Transforming Internal Communications Peter Saunders and Diana Reale, CSIRO	The Making of the Premier Online Centre for Company Directors; the Challenges, Solutions and Learnings Fabio Bastian, Australian Institute of Company Directors
3:00pm	Afternoon Tea			

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	Business	Developer	Marketing	Technical
3:20pm	Business Strategy for Developing a Website to Engage with a Complex Customer Audience Kris Croucher, Reading Room	Sitecore Technology Partnerships Explained Adam Conn, Sitecore	Institute of Chartered Accountants Uses Sitecore to Put Members at the Heart of the Online Experience Tim Nicholas, Institute of Chartered Accountants and Scott Porter, BlueArc Group	Where is Sitecore Going: A Look At The Product Roadmap Darren Guarnaccia, Sitecore
4:00pm	Roundtable Discussions Michael Seifert, Philipp Heltewig, Ron Person, Paul Markun, Adam Conn, Greg Baxter, Robert Holliday, Dan McGuane, Tim Ward, Sitecore		Tourism Victoria's Websites; Past, Present and Future Paul Baron, Tourism Victoria	Social Media Engagement with Sitecore's Customer Engagement Platform: Bringing Marketing and Technical Together Darren Guarnaccia and Steve Green, Sitecore
Plenary				
4:40pm	Concluding Visionary Speech Michael Seifert & Darren Guarnaccia, Sitecore			
5:10pm	Closing Remarks Philipp Heltewig, Managing Director, Sitecore Australia			
5:20pm - 7:30pm	Networking Cocktail Function			

