

# AGENDA (FOR ADDITIONAL DETAILS WWW.OMNITURE.COM/SUMMIT07/SLC)

TUESDAY, MARCH 13TH						
8:00am–7:00pm	Registration and Conference Services					
8:00am–5:00pm	Omniture University (SiteCatalyst, SearchCenter and Discover)					
7:00pm–11:00pm	Opening Reception/Partner Showcase					
WEDNESDAY, MARCH 14TH						
9:00am–10:00pm	<b>General Session</b>					
10:15am–10:45am	<b>Break</b>					
11:00am–12:30pm	<b>General Session</b>					
12:30am–2:00pm	Birds of a Feather Lunch	Network with industry leading online marketing gurus within your vertical market				
2:00pm–3:30pm	<b>Breakout Sessions: Increase Results Using Industry Best Practices:</b>					
	Retail	Travel & Hospitality	Media	Finance	B2B	
3:30pm–4:00pm	<b>Break</b>					
4:00pm–4:50pm	<b>Breakout Sessions: Maximize Omniture Technology</b>					
	SiteCatalyst: Web Analytics 101	SiteCatalyst: Top 10 Power Strategies	SiteCatalyst: Hitting the Mark	SearchCenter: Web Analytics & SEM	Discover 2.0: Multi-Dimensional Analysis	
5:00pm–5:50pm	<b>Breakout Sessions: Maximize Omniture Technology</b>					
	SiteCatalyst: 360 Marketing	SiteCatalyst Revealed: Deep Insight	SiteCatalyst Admin Console	SearchCenter: Web Analytics & SEM (repeat)	SearchCenter Advanced	Discover 2.0: Multi-Dimensional Analysis
6:30pm–11:00pm	Party at "The Depot"	Dinner and Entertainment				
THURSDAY, MARCH 15TH						
9:00am–10:30pm	<b>General Session</b>					
10:30am–11:00am	<b>Break</b>					
11:00pm–12:30pm	<b>Marketing Integration Work Shops: Integrate Your Online Marketing</b>					
	Email: Increase Closed-Loop ROI	Site Search: Optimize Search Results	Ad Serving: Increase Advertising Performance	Behavioral Targeting: Optimize Design & Content	User Experience: Enrich Customer Understanding	Customer Voice: Enhance Marketing Strategy
12:30pm–2:00pm	<b>Networking Lunch</b>					
2:00pm–3:30pm	<b>Breakout Sessions: Harnessing the New Technology of Web 2.0</b>					
	Social Networking & Blogs	Rich Internet Applications	Dynamic Site Search	Visitor Interaction Profiling	Mobile Technologies	
3:30pm–4:00pm	<b>Break</b>					
4:00pm–5:30pm	General Session	"Product Roadmap: Brett Error, Omniture CTO Closing Remarks"				
FRIDAY, MARCH 16TH						
All Day	Skiing at Snowbird					

HANDS ON LABS

**EXPERIENCE THE TECHNOLOGY OF MARKETING 2.0**  
 The Omniture Online Business Optimization Platform

