

# Enterprise Engagement Alliance Networking Expo

Located  
10 minutes from West-  
chester County  
Airport and 40 minutes  
from Manhattan and  
New York City's  
LaGuardia Airport



**JUNE 3-5, 2010**  
**Doral Arrowwood** Rye Brook, N.Y.

## DELIVERABLES

The result of this two-day event will be a manual entitled *Enterprise Engagement: A Practical Guide to Maximizing Financial Performance Through People* that will be distributed free of charge to all attendees. It will include a synopsis of the sessions on rewards and recognition best practices.

## Unlock the Benefits of Enterprise Engagement

The Enterprise Engagement Alliance (EEA), a coalition of leading organizations dedicated to promoting and expanding the philosophy of engagement in business, will make social networking and interactivity a key learning component of its education program for the first annual EEA Networking Expo, June 3-5, 2010, at the Doral Arrowwood in Rye Brook, NY.

One of the key objectives of the EEA Networking Expo is to help organizations and management create a formal blueprint for the practical implementation of Enterprise Engagement strategies and tactics. Unlike traditional conferences, the Enterprise Engagement Alliance will involve business practitioners in the development and sharing of content in order to tap the expertise of as many people as possible to create the Networking Expo education program and an Enterprise Engagement Best Practices Manual.

Expert speakers will share information on Enterprise Engagement and then facilitate interactive sessions on key elements of engagement. This education concept is based on the premise that attendees will learn more, and organizations will derive greater benefits, if they hear from the broadest possible number of viewpoints.

### WHO SHOULD ATTEND

Management in sales, marketing, human resources, corporate communications and finance seeking to gain a better understanding of how they can profit from engagement, both for their organizations and themselves.

### BENEFITS

- Access to latest financial benefits and return-on-investment data of engagement strategies and tactics.
- The ability to gain practical insights on how to maximize engagement of customers, channel partners, salespeople, customer service and operations employees.
- An opportunity to learn not only from experts, but from others on the front lines of engagement.
- The ability to contribute to the first-ever Enterprise Engagement Best Practices Manual that will be distributed free of charge to all participants following the Expo, highlighting the names and companies of those who participated.

### REGISTRATION FEE

**\$329 for Regular Attendees**

**\$199 for Enterprise Engagement Alliance corporate supporters and sponsors\***

**Exhibit hall access:** *Free of charge\**

*\*Conference registration not required for Exhibit Hall access.*

## TOPICS COVERED

The EEA Networking Expo will cover such key issues as:

- What is Enterprise Engagement and what does it mean to my organization?
- What are the economics of Enterprise Engagement?
- What do I personally need to know about Enterprise Engagement to advance my career?
- What are the key tactics of Enterprise Engagement?
- What steps can our organization take to better align engagement efforts?
- How does Enterprise Engagement affect:
  - Consumer marketing
  - Channel management
  - Sales management
  - Employee recognition
- What is the impact of Enterprise Engagement on the use of:
  - Leadership
  - Training
  - Communications (including face-to-face, digital, and promotional products)
  - Technology

**Register at [EEAExpo.org](http://EEAExpo.org)**

*Space is limited; so register now. Full refund available until June 2, 2010.*

# Enterprise Engagement Alliance Networking Expo



## EDUCATION PROGRAM DIRECTORS (Photos from L-R.)

**Employee Management:** Allan Schweyer, *Chairman, Enterprise Engagement Alliance; Partner, Center for Human Capital Innovation*

**Consumer Marketing:** Don Peppers, *Principal, Peppers & Rogers Group*

**Channel Marketing:** Rodger Stotz, *Principal, Delta Qi Consulting*

**Vendor Management:** Nicole Harris, *Director of Merchandise & Sourcing, Maritz*

**Sales Management:** Bill Healy, *Professor of Sales, Russ Berrie Institute, William Patterson University*

## Daily Planner

### WEDNESDAY, JUNE 2

#### Hosted buyer arrivals

Evening Reception and Dinner; optional golf and tennis upon arrival

### THURSDAY, JUNE 3

**Thursday Exhibit Hours:** 10 am to 3:30 pm

#### Thursday Morning

##### 9 am-9:50 am Plenary Session:

##### Enterprise Engagement: Tracking ROI

An overview of research from multiple sources outlining the financial benefits of Enterprise Engagement as it relates to marketing and communications to consumers, channel partners, salespeople and other employees. This session includes a report on the findings of an EEA case study analyzing the ROI of the engagement strategy of a leading health insurance company. Handouts will include a detailed fact sheet on the economics of Enterprise Engagement for use in the planning sessions later in the two-day event.

**Presenters:** Allan Schweyer, *EEA Chair, and Don Peppers, Principal, Peppers & Rogers Group, and Todd Hanson, Principal of the ROI Institute*

#### Thursday Morning Breakouts

Each of the sessions below will be repeated so that you can attend at least

two of the five sessions.

#### 10 am-10:50 am and 11 am-11:50 am Education Sessions: How Engagement is Changing the Face of:

- Consumer Marketing: Don Peppers, *Principal of Peppers & Rodgers Group*
- Channel Marketing: Roger Stotz, *Principal of Delta Qi Consulting*
- Sales Management: Bill Healy, *Professor of Sales Management, Russ Berrie Institute, William Patterson University*
- Employee Management: Allan Schweyer, *EEA Chair, and Partner, Center for Human Capital Innovation*
- Vendor Management: Nicole Harris, *Director of Merchandising & Sourcing, Maritz*

Experts in each area will address key issues related to engagement as background for the afternoon interactive sessions.

#### Thursday Luncheon

**11:50 am-1 pm:** Networking buffet luncheon with attendees and sponsors in the Doral Arrowwood's Atrium restaurant, adjacent to meetings and exhibits.

#### Thursday Afternoon Breakouts

**1 pm-2:45 pm and 3 pm-4:45 pm  
Tactical Breakouts for Corporations and  
Marketing Company Management**  
These interactive roundtables will expand

on the morning sessions and take a more in-depth look at five critical areas:

- Consumer marketing
- Channel marketing
- Sales management
- Employee management
- Vendor management

Each of the sessions will be repeated so that you can attend at least two of the five sessions. Participants will leave with a checklist of key concepts they can take back to their representative organizations related to using engagement principles to improve the performance of key business audiences.

#### 3 pm-4:45 pm

##### Tactical Breakout for Rewards & Recognition Buyers and Planners

Buyers and planners will interact with leading brands at facilitated roundtable discussions identifying the best practices related to the use of rewards and recognition, as well as discuss ways to maximize the reward experience.

#### Thursday Post-Session Activities

##### 5 pm-7:30 pm

At Leisure: golf, tennis, poolside relaxation, etc.

##### 7:30 pm

Evening Reception and Dinner

# Enterprise Engagement Alliance Networking Expo



## Daily Planner *continued*

### FRIDAY, JUNE 4

**Friday Exhibit Hours:** 10 am-4 pm

#### Friday Morning

**9 am-9:50 am Plenary Session:  
Critical Issues**

A panel discussion with leading practitioners in key areas of Enterprise Engagement such as leadership, training, communications, rewards & recognition and technology will cover some of the critical issues and questions involved with implementing Enterprise Engagement at the tactical level.

#### Friday Morning Breakouts

Each of the sessions below will be repeated so that you can attend at least two of the seven sessions.

**10 am-10:50 am and 11 am-11:50 am  
Education Sessions: How Engagement is  
Changing the Use of:**

- Leadership Training
- Communications (electronic; face-to-face; print; promotional products)
- Engagement Surveys and Polls
- Consumer Loyalty Programs
- Measurement
- Incentive Programs
- Recognition

Experts in each area will discuss how the engagement movement is affecting these

key corporate functions. Each session will be offered twice, so that attendees can participate in two sessions of their choice.

#### Friday Luncheon

**11:45 am-1pm:** Networking buffet luncheon with attendees and sponsors in the Doral Arrowwood's Atrium restaurant, adjacent to meetings and exhibits.

#### Friday Afternoon Breakouts

**1 pm-2:45 pm and 3 pm-4:45 pm  
Tactical Breakouts: How Engagement is  
Changing the Face of Engagement Tactics**

A slate of interactive roundtables will expand on the morning sessions and take a more in-depth look at these critical areas:

- Leadership Training
- Communication (electronic; face-to-face; print; promotional products)
- Engagement Surveys and Polls
- Consumer Loyalty Programs
- Measurement
- Incentive Programs
- Recognition

These sessions are designed to look at the broader issues related to the use of specific tactics in the new world of engagement. Each of the sessions will be repeated so that you can attend at least two of your choice. Participants will leave

with a checklist of key concepts they can take back to their respective organizations related to engagement and the use of engagement tactics.

#### Friday Post-Session Activities

**5 pm-7:30 pm**

At Leisure: golf, tennis, poolside relaxation, etc.

**7:30 pm**

Evening Reception and Dinner

### SATURDAY, JUNE 5

#### Optional Extension

**8 am-9 am**

Buffet breakfast

**9 am-12:30 pm**

Golf tournament and tennis with box lunches

**To exhibit, call  
914-591-7600, ext. 229  
or email [exhibit@  
enterpriseengagement.org](mailto:exhibit@enterpriseengagement.org)**