



LINKAGE MAIN CONFERENCE DAY ONE • TUESDAY, OCTOBER 26th	
8:45	Welcome from your Linkage Chairperson!
	Dr. Jamie Baker-Prewitt, BURKE
Part 1 Focus Area: HOLISTIC VOC INTEGRATION: Capture and Integrate the VoC Via Multiple Data Sources	
9:00	Putting VoC to Work: Maritz Research Explains Why Most Companies Fail
	Dr. Randall Brandt, MARITZ RESEARCH
9:40	Earthlink Links Over 700 Data Variables Across Multiple Channels to Drive Loyalty
	Stuart Roesel, EARTHLINK
10:20	Hunter Douglas Shares Effective Techniques to Ensure your VoC Program Provides Value to Senior Management
	Scott Swift, HUNTER DOUGLAS, INC.
11:00	<i>Morning Networking & Refreshment Break</i>
11:30	Lego Creates a Holistic Platform to Capture Cross-Channel Data and Deliver Improved Customer Insight a Granular and Global Levels
	Margaret Conley, LEGO GROUP AND LEGO SYSTEM A/S
12:15	Closed-Loop Feedback: Double your NPS Score, Reduce Error Rates, and Improve Every Customer Service Metric -
	Tom Graves, CAROLINA BIOLOGICAL SUPPLY COMPANY
1:00	<i>Luncheon for Linkage Strategies Participants</i>
Part 2 Focus Area: LINKAGE: Connect Customer Data to Business Process Data	
2:00	Zions Banc Connects Engagement Initiatives to Business Outcomes, KPIs and Revenue
	Claire Howells, ZIONS BANCORP
2:40	Customer Profitability: Time Warner Cable Optimizes Efficiency and Effectiveness to Deliver Profitable Customer Support
	Joe Arsenault, TIME WARNER CABLE
3:20	<i>Afternoon Networking & Refreshment Break</i>
3:45	Stowe Mountain Resort's "Live-Time" Guest and Employee Loyalty/Engagement Data Gathering and Analysis
	Michael E. Colbourn, STOWE MOUNTAIN RESORT
4:30	How VoC Drives Ceridian Canada's Business Strategy: Establishing a Repeatable, Reliable and Actionable Customer Listening Strategy -
	Hoda Jawad, CERIDIAN CANADA
5:15	"Welcome Home" Block Party: Opening Night Cocktail Reception



LINKAGE MAIN CONFERENCE DAY TWO • WEDNESDAY, OCTOBER 27th	
8:45	Opening Remarks
	Dr. Jamie Baker-Prewitt, BURKE
9:00	Morning Keynote: The ROI of Caring
	Kalyan Raman, NORTHWESTERN UNIVERSITY
Part 3 Focus Area: ACTION PLANNING: Implementing Actions that Improve Customer Experience and Business Results	
9:45	Driving a Customer Centric Culture in a Multi-Channel Retailing Environment: HSN Takes it to the Next Level
	Sandi Patel, HOME SHOPPING NETWORK
10:20	<i>Morning Networking & Refreshment Break</i>
10:50	CFO KEYNOTE PANEL: Bridging the Gap Between Emotional Customer Connections and the Tangible Business Value
	Colin Shaw, BEYOND PHILOSOPHY , Keith Wilson, PAETEC & Bo Sonnichsen, MAERSK LINE .
11:40	Drive Business Performance: How Leaders Enable a Culture of Intelligent Execution (PLEASE NOTE: THIS SESSION WILL TAKE PLACE NEXT DOOR IN THE NACCM KEYNOTE ROOM- Linkage staff members will be happy to point you in the right direction!)
	Joey Fitts, Author, DRIVE BUSINESS PERFORMANCE: ENABLING A CULTURE OF INTELLIGENT EXECUTION
12:20	<i>Luncheon for Linkage Strategies Participants</i>
1:20	(Part I) Customer Feedback in Action at American General Life - Going beyond the Scores
	Simon Leech, AIG AMERICAN GENERAL
1:40	(Part II) Evolution of AMERICAN GENERAL LIFE COMPANIES' Customer Feedback Programs
	Candy Michael, AIG AMERICAN GENERAL
2:00	Making Marketing Effectiveness Actionable: Kraft's Practical Approach for Emerging Markets
	Greg Michaels, KRAFT FOODS , Anil Kaul, AbsolutData
2:40	Results into Action on a Shoestring Budget: CPI Card Group Maximizes their Budget and Builds Customer Loyalty
	Docia Michaels Myer, CPI CARD GROUP
3:20	Close of Linkage Strategies 2010