

Agenda
Channel Management Strategies: Digital Partnering
August 6, 2002

Tuesday, August 6

8:00 am – 8:30 am	Continental Breakfast
8:30 am – 9:00 am	Welcome and Introductions <i>Hans Brechbühl, Executive Director</i> <i>Center for Digital Strategies, Tuck School of Business</i> <i>Paul Mountford, Vice President, Worldwide Channels</i> <i>Cisco Systems, Inc.</i>
9:00 am – 9:15 am	Moderator's Kick-Off <i>John Marshall, EVP & Global Leader, Strategy & Analysis</i> <i>Digitas LLC</i>
9:15 am – 10:45 am	Session I Introduction/Using Technology to Enhance the Producer/Channel Relationship
10:45 am – 11:00 am	Break
11:00 am – 12:30 pm	Session II Capturing, Sharing and Using Customer Data across the Supply Chain
12:30 pm – 1:45 pm	Lunch
1:45 pm – 3:15 pm	Session III Incenting, Developing and Growing Deep Channel Partner Relationships
3:15 pm – 3:30 pm	Break
3:30 pm – 4:30 pm	Session IV Developing Innovative Business Models
4:30 pm – 5:00 pm	Thought Leadership Summit Series Discussion
5:00 pm	Cocktail Reception