

**Agenda**  
Using and Stewarding Customer Data  
October 3–4, 2007

**Wednesday, October 3**

6:30–9:00 P.M.                      Cocktails and Dinner  
Welcome: ***Hans Brechbühl**, Executive Director, Center for Digital Strategies*  
Presentation: ***M. Eric Johnson**, Director, Center for Digital Strategies  
Tuck School of Business at Dartmouth*

**Thursday, October 4**

7:45–8:30 A.M.                      Breakfast

8:30–8:45 A.M.                      Welcome and Introductions  
***Hans Brechbühl**, Executive Director, Center for Digital Strategies,  
Tuck School of Business at Dartmouth*  
Moderator Kickoff  
***John Marshall**, Adjunct Associate Professor, Tuck School of Business  
at Dartmouth*

8:45–10:05 A.M.                      Session 1  
**Strategies for Exceeding Customer Expectations (with Lifecycle  
Data Use)**

10:05–10:25 A.M.                      Break

10:25–12:00 NOON                      Session 2  
**Implementation: Making It Happen**

12:00 NOON–1:00 P.M.                      Lunch

1:00–1:40 P.M.                      Breakouts

1:40–2:40 P.M.                      Session 3  
**Privacy and Security: Meeting Requirements and Achieving  
Competitive Advantage**

2:40–3:00 P.M.                      Break

3:00–4:15 P.M.                      Session 4  
**Partnering around Data**

4:15–5:00 P.M.                      Cocktail Reception