

Agenda

“Elusive Integration: Making the Link between Sales and Operations Planning” Thought Leadership Summit on Digital Strategies February 17, 2004

Monday, February 16

6:30–8:30 P.M. Dinner at Four Seasons Resort and Club Dallas at Las Colinas

Tuesday, February 17

7:45–8:15 A.M. Continental Breakfast

8:15–8:30 A.M. Welcome and Introductions
*Hans Brechbühl, Executive Director
Center for Digital Strategies, Tuck School of Business
Brad Boston, SVP and CIO, Cisco Systems, Inc.*

Moderator’s Kick-Off
Dave Margulius, Enterprise Insight

8:30–10:00 A.M. Session 1
Breakdowns: Exploring the Issues

10:00–10:20 A.M. Break

10:20–12:20 P.M. Session 2
Breakthroughs in the Planning Process: Where Do You Start?
Breakout (2 groups) – 45 minutes
Full Session – 75 minutes

12:20–1:20 P.M. Lunch

1:20–3:20 P.M. Session 3
Along the Value Chain: Integrating Beyond the Enterprise
Breakout (2 groups) – 45 minutes
Full Session – 75 minutes

3:20–3:35 P.M. Break

3:35–4:30 P.M. Session 4
Summary and Opportunities for Further Research

4:30–5:30 P.M. Cocktail Reception

