

**Agenda**  
Thought Leadership Summit on Digital Strategies  
September 9, 2003

**Monday, September 8\***

6:30–8:00 P.M.                    Dinner at Eck Visitor Center

**Tuesday, September 9**

8:00–8:30 A.M.                    Continental Breakfast

8:30–8:45 A.M.                    Welcome and Introductions  
*Hans Brechbühl, Executive Director*  
*Center for Digital Strategies, Tuck School of Business*  
*Esat Sezer, Vice President and CIO*  
*Whirlpool Corporation*

*Moderator's Kick-Off*  
*Rich Karlgaard, Publisher, Forbes*

8:45–10:15 A.M.                    Session I  
**Defining Customer-Centricity**

10:15–10:30 A.M.                    Break

10:30 A.M.–12:00 P.M.            Session II  
**Moving the Needle on the Customer-Focus Dial: Where are the Richest Opportunities?**

12:00–1:15 P.M.                    Lunch

1:15–2:45 P.M.                    Session III  
**Retooling the Organization: Pursuing the Opportunities**

2:45–3:00 P.M.                    Break

3:00–4:00 P.M.                    Session IV  
**Summary**

4:00–4:15 P.M.                    Thought Leadership Summit Series Discussion  
**Looking Ahead: Topic Statement for Next Summit**

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

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\*All events will take place at the University of Notre Dame.