



*Setting the Standard for Automation™*

## **5<sup>th</sup> Annual ISA Management Division Marketing & Sales Summit**

### **DATE**

Wed/Thurs/Fri, September 1-3, 2010

### **LOCATION**

W Hotel, Atlanta, GA

<http://www.watlantadowntown.com/>

### **MISSION**

To help marketing and sales execs in the automation markets meet the strategic and tactical challenges of the 21<sup>st</sup> century

### **THEME & CONFERENCE TRACKS**

Integrating Marketing & Sales

- Social Media
- The Changing Face of Sales
- Marketing & Sales Integration Strategies

### **SPONSORS**

CONTROL Magazine, Telesian Technology, Automation.com, Intech

### **REGISTRATION**

Register online at <http://marketingsalessummit.com>

# CONFERENCE PROGRAM

## *Wednesday, September 1, 2010*

- 10:00am-12:00pm **Facility Tour:** Siemens Energy, Instrumentation, Controls & Electrical North American Headquarters
- 1:00-5:00 pm **Pre-Summit Workshops** (choose 1 of 3)
- Workshop – PR 101:** Walt Boyes, Editor, CONTROL Magazine, and Partner, Spitzer & Boyes
- Workshop – Selling in a Turbulent Economy:** Robert Lobos, Wolfcreek
- Advanced Workshop – Inbound Marketing:** Jon DiPietro, Principal, Domesticating IT
- 5:00-6:30 pm Exhibit setup & registration
- 6:30-7:30 pm **Reception and Networking** with refreshments in exhibit area  
Plus ISA Atlanta Section networking
- 7:30-7:40 pm **Welcome:** Shari Worthington, Chair, ISA Management Division  
**Introduction:** Walt Boyes, Conference Chair
- 7:40-8:30 pm **Industry Analyst Keynote:** The Automation Industry from a Wall Street Perspective, Mark Douglass, PhD, of Longbow Research

## ***Thursday, September 2, 2010***

- 7:00-8:00 am      Registration check-in
- 8:00-8:05 am      **Introduction:** Shari Worthington, Program Chair
- 8:05-8:15 am      **Opening and Welcome:** Walt Boyes, Conference Chair
- 8:15-8:30 am      **ISA Welcome:** Leo Staples, ISA President Elect-Secretary
- 8:30-9:45 am      **Keynote:** Jim Cahill, VP Social Media, Emerson Process
- 9:45-10:15 am     **Morning Networking Break** with refreshments by exhibit area
- 10:15-11:45 am    **Break-out Sessions I** (choose 1 of 3)
- Industry Focused Selling and Delivery Collaboration Produces More Effective Results**, Marlene Eeg, Tempo Resources
- Transforming Local Best Practices to a Global Competence**, Maurice J. Wilkins & Marcus A. Tennant, Yokogawa Corp, Global Strategic Technology Marketing Center
- Aligning Your Marketing with Your Customers' Buying Process: The B2B Buy Cycle in an Online World**, Chris Chariton, GlobalSpec
- 11:45-1:00 pm     **Lunch Buffet**
- 12:15-1:00 pm     **Lunch Keynote:** The Difference between Sales and Marketing, Bruce Kopkin, VP Sales & Marketing, Transoft, Part of IRIS Software & Services
- 1:00-2:30 pm      **Break-out Sessions II** (choose 1 of 3)
- Economics for Product Managers: It's Not Just for Professors and Bankers**, Mike Boudreaux, Emerson Process
- The Business of Software, Distribution, and System Integration**, Jay Jeffreys and Rusty Steele, Schneider Electric
- Integrating Marketing and Sales**, Kevin Hambrice, K-TEK, An ABB Company
- 2:30-3:00 pm      **Afternoon Networking Break** with refreshments by exhibit area

- 3:00-4:30pm **Break-out Sessions III** (choose 1 of 3)
- Building Detailed Marketing Profiles to Drive Better Sales**, Scott Sommer, Jacobs Engineering, and Juliann Grant, Telesian Technology
- Designing Web Site Architecture for a Fast-Paced Society**, Jennifer Soto, Spectra Sensors
- Avoiding the “So What” Response in a Sales Situation: Open Discussion Forum on Consultative Selling**, Rick Albrecht, Dynatech Control Solutions, and Julie Fraser, Cambashi
- 6:00pm **Evening group event: Atlanta Braves vs NY Mets**

***Friday, September 3, 2010***

- 7:00-8:00 am **Registration Check-in, Breakfast, and Networking**
- 8:00–9:30 am **Break-out Sessions IV** (choose 1 of 2)
- Stop Delivering Product Training and Start Delivering Product Sales Training**, Mike Robertson, Catalyst Performance Learning
- Advanced Search Engine Marketing: 2010 Update**, Shari Worthington, Telesian Technology
- 9:30-10:00 am **Morning Networking Break**
- 10:00 am-12:00 pm **Marketing & Sales “Speed Dating”:  
Q&A on Inbound Marketing, Social Media, and Sales**  
*(30 minutes per room, rotate through 3 rooms)*
- Jim Cahill, VP Social Media, Emerson Process
  - Jon DiPietro, Principal, Domesticating IT
  - Julie Fraser, Principal, Cambashi, with Rick Albrecht, Sales Engineer, Dynatech Control Solutions
- 12:00-2:00 pm **Lunch Buffet**
- 12:45-1:30 pm **Lunch Keynote: Dick Morley: “Black Swans”**
- 2:00 pm **Conference close**