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Attendee Marketing Plan

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INTERNET WORLD SPRING 2002

INTERNET WORLD Spring 2002



CONFERENCE: April 22-26
EXHIBITS: April 24-26

LOS ANGELES CONVENTION CENTER
Los Angeles, CA

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Commerce Strategies and Solutions

Forum Moderator: **Mitchell Levy**, Author, E-Volve-or-Die.com and the Value Framework

Monday, April 22

10:00 AM - 11:00 AM Opening Remarks: Business in the Year 2025

How will work be accomplished in the future? How productive have companies, individuals, computers and society become? Hear an e-commerce management expert and author of E-Volve-or-Die.com discuss business in the year 2025. In addition to a "day-in-the-life" in 2025, discuss the five fundamental building blocks that will drive the future. Extrapolate what is happening today to what will be commonplace in the next 10 to 20 years. If you know the future or at least get a glimpse at it, imagine what can be done today to prepare your company for it!

Mitchell Levy, President and CEO, Ecnw.com

11:15 AM - 12:30 PM Multi-Channel Collaboration

With the economic state today, companies understand the need to maximize all their channels of communication to realize more value from their customers. Everyone involved — the suppliers, sales agents, service partners and other third parties — must all perform like a symphony, with each player playing its own part, but in concert with the whole, to fulfill its function at a particular moment in time. Discuss the major pitfalls when channels aren't integrated and databases are cohesive, as well as successes when all the channels truly collaborate.

Larry G. Tanning, Chairman of the Board and CEO, Tanning Technology

1:30 PM - 2:45 PM Integration through the Supply Chain

In this roundtable discussion, join a group of experts to discuss the impact of the Internet on the expanded role of the supply chain, within and beyond your business.

- **Demand-Based Management for Enterprise Value Creation**
- Mike Neal, Founder and Chairman of the Board

GET THERE

Hotel/Travel

Directions

Exhibitor

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FORUMS/SESSIONS

Conference at a Glance

(PDF format)

Monday Forums

Tuesday Forums

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Mike Neal, Founder and Chairman of the Board,
DemandTec

- **Supply Chain Decision Management**

Jeffrey Crowe, CEO, PowerMarket

- **Extending the Supply Chain in the Virtual Marketplace**

Rich Vancil, CMO, Tilion

3:00 PM - 4:00 PM

The Essential Elements of a Profitable Business-to-Business Service

Explore the essential elements for a Web-based business-to-business service in this example-packed session by a leading e-commerce pioneer, from the types of services that succeed to marketing and pricing strategies to customer service and retention.



Bruce Judson, best-selling author of *HyperWars* and *NetMarketing*, and Founder, Speed Anywhere



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