



**Put Your Data To Work**  
WITH REAL-TIME WEB PERSONALIZATION

OCTOBER 8, 2014 | DAVIS SQUARE

**AGENDA**

Register: <http://bit.ly/EvergageSummit2014>

**Johnny D's**  
*17 Holland Street, Somerville*

**Nearby Restaurants**  
*Davis Square, Somerville*

**Foundry on Elm**  
*255 Elm Street, Somerville*

8:30 AM	CONTINENTAL BREAKFAST									
9:00 AM	<p><b>The Latest Strategies for Real-Time Marketing</b> Revolutionizing the Way the World Converts Digital Traffic</p> <p><b>Karl Wirth</b> Chief Executive Officer • Evergage</p>									
9:30 AM	<p><b>How to Personalize the Online Experience and Increase User Engagement</b></p> <p><b>Sal Tripi</b> AVP Digital Operations • Publishers Clearing House</p>									
10:00 AM	<p><b>The ROI of Real-Time Messaging</b></p> <p><b>Arthur Sweetser</b> Executive Vice President, Chief Customer Officer • Evergage</p>									
10:30 AM	BREAK									
11:00 AM	<p><b>The 2014 - 2015 Evergage Product Road Map</b> Live Demo of New Features and a Sneak Peek of What's Coming</p> <p><b>Greg Hinkle</b> Co-founder &amp; Chief Technology Officer • Evergage</p>									
11:30 AM	<p><b>Engaging your Users with In-App Messaging</b></p> <p><b>Arthur Gehring</b> • VP Demand Generation • Brainshark <b>Andy Zimmerman</b> • Chief Marketing Officer • Evergage</p>									
12:00 PM	Lunch in Davis Square									
1:30 PM	<p><b>Workshops for Executives &amp; Platform Users</b> PICK 3</p> <table border="0"> <tr> <td>Message Design</td> <td>Reporting Made Easy</td> <td>Best Practice E-Comm</td> </tr> <tr> <td>LIVE LAB</td> <td>Best Practice SaaS</td> <td>Analytics in Evergage</td> </tr> <tr> <td>Product Feedback</td> <td>Testing Methodologies</td> <td>Segmentation Strategies</td> </tr> </table>	Message Design	Reporting Made Easy	Best Practice E-Comm	LIVE LAB	Best Practice SaaS	Analytics in Evergage	Product Feedback	Testing Methodologies	Segmentation Strategies
Message Design	Reporting Made Easy	Best Practice E-Comm								
LIVE LAB	Best Practice SaaS	Analytics in Evergage								
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3:45 PM	BREAK									
4:15 PM	<b>Client Specific Action Road Map Plans</b>									
5:30 PM	<b>Cocktails on the Terrace</b>									
6:30 PM	<p>DINNER</p> <p><b>Real-Time Warriors Recognition</b></p>									