

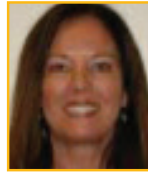
# 2012 CCO Summit Agenda

CHIEF CUSTOMER OFFICER COUNCIL  
JOHNS CREEK, GEORGIA, OCTOBER 16-17, 2012

A sampling of our distinguished presenters and content experts fueling this exciting event.



**BOB GREENBERG**  
*Former CMO,  
Panasonic*



**SUSAN DELANEY**  
*VP of Global  
Customer  
Experience, UPS*



**MICHAEL F.  
KOEHLER**  
*President & CEO  
Teradata*



**MARK  
MCCORMICK**  
*SVP, Wells Fargo*



**RICK MARQUARDT**  
*SVP, Global  
Operations, NCR*



**CHARLENE LI**  
*Founding Partner,  
Altimeter Group*



**GLEN HIEMSTRA**  
*CEO & Founder  
of Futurist.com,  
Keynote Speaker,  
Writer*



**TAMMY MCLEOD**  
*VP & CCO, Arizona  
Public Service*



**ED JANKOWSKI**  
*SVP, GM North  
America, Godiva  
Chocolatier*



**JERRY S. WILSON**  
*SVP & Global CCO,  
The Coca-Cola  
Company*



**ALAN CHOW**  
*CCO, Teradata*



**ANNE BOWMAN**  
*Former CCO, Voxeo*



**CURTIS N. BINGHAM**  
*Founder & Executive  
Director, CCO Council*

## WELCOME DINNER ON OCTOBER 15

How do you turn your future into reality? Glen Hiemstra has created a spectacular experiential program wherein you'll imagine you, your business, and your customers five years hence. What will they expect? What is possible? And then Glen will lead us down a path towards discovery of the innovations that are needed to achieve this future.

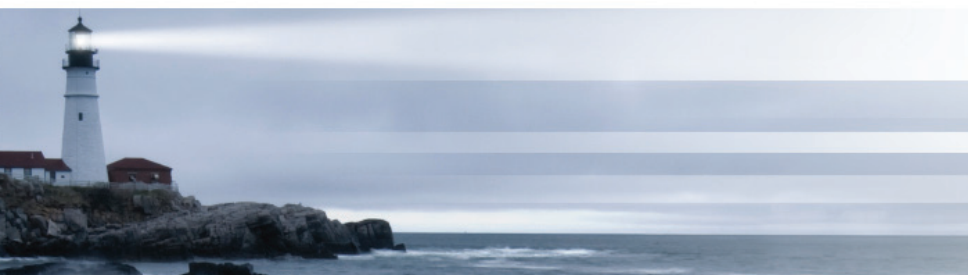
*Glen Hiemstra,  
Futurist,  
Futurist.com*



# 2012 CCO Summit Agenda

CHIEF CUSTOMER OFFICER COUNCIL  
JOHNS CREEK, GEORGIA, OCTOBER 16-17, 2012

<b>DAY ONE - 8:30 A.M. to 5:30 P.M.</b>	
8:00 A.M. NETWORKING BREAKFAST	
Introductions & Opening Exercise	
<p><b>The Innovation Portfolio</b> Curtis Bingham will present a historical context of innovation and introduce the innovation portfolio with three types of innovation: incremental, adjacent, and transformational. He'll lead a discussion around ways the model applies and how to adapt it to your business.</p>	<p><i>Curtis N. Bingham</i></p>
<p><b>Innovation Challenges &amp; Roadblocks</b> What is your greatest innovation challenge? What is preventing your company from successfully innovating and improving the customer condition? During this rich discussion everyone will share their challenges and similar issues will be grouped for subsequent discussion-and resolution-over lunch.</p>	<p><i>Roundtable Discussion</i></p>
<p><b>Striking the Balance in the Innovation Portfolio</b> How do you balance the three types of innovation and best practices regarding talent, funding, pipeline management, and metrics? What balance works for you and how does that vary by industry, competition, and company lifecycle maturity?  <i>Questions for discussion:</i> How do you fund and provide oversight? How should the innovation groups be structured? How do I push innovation with limited resources?</p>	<p><i>Alan Chow, CCO Teradata</i>  <i>Anne Bowman, former CCO Voxeo</i>  <i>Rick Marquardt, SVP, Global Operations NCR</i></p>
LUNCH & TABLE DISCUSSIONS: Innovation Challenges	
<p><b>Welcome</b></p>	<p><i>Mike Koehler, CEO Teradata</i></p>
<p><b>Accountability for Innovation: the Interconnection and Interdependence of the Executive Team</b> In this panel we will be discussing what happens when nobody owns innovation. We will look at the role of the individual and the nature of the interconnection and interdependence with members of the executive team in advancing customer-centric innovation, as well as ways our roles need to change to make innovation a strategic competitive advantage.  <i>Questions for discussion:</i> How much should/can I do alone? What needs to be done in concert with my peers and how can I engage and integrate with their efforts? How can customer executives mature in their focus from crisis management to strategic innovation?</p>	<p><i>Jerry Wilson, former SVP &amp; CCO, Coca-Cola</i>  <i>Mike Koehler, CEO Teradata</i>  <i>Tammy McLeod, VP &amp; CCO, APS</i></p>
<p><b>TED Talk</b></p>	<p><i>Susan DeLaney, VP Global Customer Experience, UPS</i></p>
<p><b>Greatest Challenges in Innovation</b></p>	<p><i>Roundtable Discussion</i></p>
<p><b>From Idea to Reality: Manifesting the Vision</b> How can you envision the future and make it a reality today? During this presentation, Ed will share Godiva's journey as they took the spark, incubated it, and successfully launched a new product—and then created a process to systematically and repeatedly manifest the vision in the form of new products, services, or business models that better meet customer needs.</p>	<p><i>Ed Jankowski, SVP &amp; GM North America, Godiva Chocolatier</i></p>
5:30 P.M. ADJOURN	



# 2012 CCO Summit Agenda

CHIEF CUSTOMER OFFICER COUNCIL  
JOHNS CREEK, GEORGIA, OCTOBER 16-17, 2012

<b>DAY TWO - 8:30 A.M. to 3:00 P.M.</b>		
<b>8:00 A.M. NETWORKING BREAKFAST</b>		
<p><b>Managing Innovation and all the Moving Pieces</b> How can we discover ideas with potential, prioritize and incubate the best? How do we manage the innovation process while at the same time delivering outcomes against our objectives? How do we successfully launch the greatest innovations?</p> <p>This rich panel discussion will discuss the practical challenges of managing innovation as a part of effectively running the business.</p>	<p><i>Susan DeLaney, VP Global Customer Experience, UPS</i></p> <p><i>Bob Greenberg, former CMO, Panasonic</i></p> <p><i>Ed Jankowski, SVP &amp; GM North America, Godiva Chocolatier</i></p> <p><i>Rick Marquardt SVP, Global Operations NCR</i></p>	
<p><b>iWonder: A Model for Engaging Employees in the Innovation Process</b> At Wells Fargo the iWonder program brings together employees to envision customers in five years, what they need, how they interact, and what technologies or other solutions might be available sooner than later. In the early days the iWonder program predicted mobile and tablet banking, mobile payments using near-field communications, micro lending, and a host of other technologies and business models that are now coming to fruition. Mark will share with us the iWonder program structure, successes, and continued challenges and then lead us through an exploration into how it can be adapted to your company.</p>	<p><i>Mark McCormick, SVP, Wells Fargo</i></p>	
<p><b>Engaging Customers in Innovating the Future</b> How do you put the customer at the top of the innovation pipeline? How intimately should customers be involved? Bob will share with us examples of how Panasonic successfully engaged customers in innovating their future. He'll tell us how he engaged customers, the tools used, and how he leveraged the whole organization's approach to strategic marketing to work together and build new customer futures.</p>		<p><i>Bob Greenberg, Former CMO, Panasonic</i></p>
<p><b>TED Talk</b></p>		<p><i>Mark McCormick, SVP, Wells Fargo</i></p>
<p><b>CCO of the Year Award</b> <i>Presented by Jasmine Green, VP &amp; Chief Customer Advocate, Nationwide, &amp; Curtis N. Bingham</i></p>		
<b>LUNCH &amp; TABLE DISCUSSIONS: Innovation Best Practices for the Customer Centricity Maturity Model</b>		
<p><b>Maturity Model Readout</b></p>	<p><i>Roundtable Discussion</i></p>	
<p><b>On Becoming A Social Business</b> Twitter, Pinterest, and at least 50 more social media channels are the bright, shiny new objects today, with more to follow tomorrow.</p> <p>Charlene will help us understand how to rise above social campaigns to become social businesses. She will show us how our executive strategy needs to change to do so, and thereby develop deeper and more intimate relationships with our customers.</p>	<p><i>Charlene Li, Founding Partner, Altimeter Group</i></p>	
<b>2:50 P.M. SUMMARY AND ADJOURN</b>		

