

<b>9:30-11:30am</b>	<b>11:30-12:30 Lunch</b>	<b>12:30-2:30pm</b>	<b>3:00-4:30pm</b>
Testing & Auditing With Jon Entwistle & Breen Baker		From Business Requirements to Tag Design to Tag with Jon Entwistle	Tagging a Website 2.0 Site With Breen Baker
Warehousing & Web Analytics With Gary Angel		Survey Analytics Using VOC Data Integrated w/Web Analytics With Gary Angel	Use-Case Analysis With Gary Angel
Flexible User-Driven Excel Reporting With Jesse Gross		When & How to Use Omniture Tools With Jesse Gross	Flexible User Driven Excel Reporting With Jesse Gross
Using Discover for Analysis With Paul Legutko		PPC & SEM Measurement/Marketing Attribution With Paul Legutko	Using Discover for Analysis With Paul Legutko
Mobile Measurement with Greg Dowling		Social Measurement Tools with June Dershewitz	Functional Analysis with June Dershewitz
Web Analytics: People, Process & Technology Eric Peterson & John Lovett		Web Analytics: People, Process & Technology With Eric Peterson & John Lovett	Google Analytics as the 2 <sup>nd</sup> Tool With Allison Hartsoe & Ryan Praskievicz
Managing a Digital Analytics Program-What Works, What Doesn't and Why With Phil Kemelor		Web Analytics Communication...It's Not Just Presentations With Phil Kemelor	Ask the Experts: Web Analytics Demystified Partner panel With Eric Peterson, Aurelie Pols & John Lovett

## Suggested Think Tank Tracks:

<b>Marketing Manager</b>	Managing a Digital Analytics Program-What Works, What Doesn't and Why?	Survey Analytics: Using VOC Data Integrated w/ Web Analytics	Use Case Analysis
	Warehousing & Analytics	PPC/SEM Marketing Measurement	Managing a Digital Analytics Program-What Works, What Doesn't and Why?
Social Measurement Tools			
<b>Implementor</b>	Testing & Auditing	Business Requirements to Tag	Tagging a Web 2.0 Site
	Mobile Measurement		
<b>Mid Level Analyst</b>	Google Analytics as the 2 <sup>nd</sup> Tool	When & How to Use Omniture Tools	Use Case Analysis
	Using Discover for Analysis	Survey Analytics	Social Measurement & Tools
	Flexible Driven Excel Reporting	PPC/SEM Marketing Measurement	Flexible Driven Excel Reporting
Functional Analysis			
<b>Senior Analyst</b>	Warehousing & Analytics	Survey Analytics Using VOC Data Integrated w/ Web Analytics	Using Discover for Analysis
	Using Discover for Analysis	Use Case Analysis	Social Measurement Tools