<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</table>
| 8:30 am | **Opening Address:**
|         | **A Day in the Life of Your Customer**
|         | Knowing customer behaviors and motivations to win and keep business      |
| 9:45 am | **Keynote:**
|         | **Design for Delight and Optimization**
|         | Harness the convergence of design and SEO to attract visitors and drive purchasing |

<table>
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| 11:00 am | **Digital Touchpoints Identification & Alignment**
|         | Develop an iterative process of aligning & valuing digital channels      |
|         | **Persona Development & Utilization**
|         | Create customer personas and product scenarios to tell a product story that produces unified vision |
| 12:00 pm | Lunch and networking break                                              |
| 1:00 pm | **e-Commerce Analytics & Data Management**
|         | Utilizing analytics & data management to influence decision making and drive conversions |
|         | **Voice of Customer Excellence**
|         | Create deep insights through information optimization and utilization    |
| 2:15 pm | **Feedback, Insights and Optimization**
|         | Streamline customer feedback data, forms, survey’s & more for optimal customer insights |
|         | **Designing for Touch**
|         | Creating a comprehensive vision for your mobile project that optimizes the user experience |
| 3:30 pm | **Personalization & Customization in e-commerce**
|         | Creating a unique & customized online experience through personalization |
|         | **Collaborative Experience Design**
|         | An organizational collaboration approach to designing experiences that delight users |
| 4:30 pm | Networking Reception                                                    |

**Tuesday, February 24th**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</table>
| 8:30 am | **Opening Address**
|         | **Driving An Experience-Based Culture**
|         | Reinforce products & brands with an organizational strategy focused on the customer & user experience |
| 9:45 am | **Keynote:**
|         | **Cross Channel Experience Design**
|         | Craft a uniform experience across sales channels and touchpoints       |
| 11:00 am | **Test & Learn Optimization**
|         | Use test and learn analytics to optimize marketing and eCommerce through real world testing |
|         | **Customer Experience Journey Mapping**
|         | Develop useful diagrams that map step-by-step customer touch points    |
| 12:00 pm | Lunch and networking break                                              |
| 1:00 pm | **e-Commerce Social Engagement**
|         | Utilizing the power of social networks & WOM to drive engagement and conversions |
|         | **Customer Care Transformation**
|         | Empowering the front lines to effect change and “make” the customer experience |
| 2:15 pm | **Building the Experience Strategic Plan**
|         | Gain senior executive-buy in by prioritizing and linking CX & UX initiatives to organizational strategy |
| 3:15 pm | Adjourn                                                                 |

www.TCXUX.com I 510-984-2949
Creating optimal experiences promotes loyalty and builds brand value. The challenge for today’s marketers, developers and designers is providing the right experiences through the right channels at the right time. Solving these challenges begins with the customer – the user – and what we understand about their wants and needs.

**Total eCommerce Experience & Design 2015** is a two-day, two-track, learning, networking summit focused on one of the most critical touchpoints and channels, eCommerce. By understanding and optimizing key components such as user experience, conversion, feedback, experience design, today’s professionals can ensure they are presenting the most streamlined route to conversion possible.

At **Total eCommerce Experience & Design 2015**, attendees are given an unrivaled opportunity to learn from keynotes, case studies, strategy, best-practice and interactive sessions, presented by some of the most innovative practitioners, thought leaders and methodologists working in user experience today. This integrated program provides the most comprehensive eCommerce, User Experience Design and Customer Experience curriculum on the market today.

This is a vendor/software-neutral event, instead focusing on innovative takeaways and proven best-practice strategies.

**Key Learnings & Take-Aways**

- Evidence-based approach to experience design through effective insights and analytics
- Innovation optimization and prioritization
- Unique methods for gaining and leveraging eCommerce feedback
- Innovative customer analytic and data management techniques
- User-centered design strategies
- Building an experience based culture
- Integrating insights and voice of customer in organizational strategy
- Collaborative innovation processes to leverage the knowledge and insight of a wealth of stakeholders
- Persona development and usage
- Information management for better decision making
- Sales and operations planning
- Predictive analytics to anticipate and user behavior and conversions
- Word-of-Mouth and social media customer experience impact
- Customer touchpoint mapping and research
- Optimizing customer feedback outreach
- Communication and integration among design, customer care, product developers, managers, marketers and sales organizations

Attendees from a wide range of industry and functional backgrounds make it a goal to attend **Total eCommerce Experience & Design 2015**. This broad makeup provides exceptional **Networking Opportunities** to enhance attendees’ experience at the event, as well as build lasting relationships for continued learning well into the future.
A Day in the Life of Your Customer
Knowing customer behaviors and motivations to win and keep business

- Customer lifecycle mapping to visualize value-adding opportunities
- Utilize a methodology that focuses on relevancy, consistency, frequency, value, recognition and interactivity to win and keep business
- Focus on emerging media is the customer engagement game changer
- Develop an engagement strategy using multiple channels and touch points
- Utilize a new capability model to optimize marketing spend

Design for Delight and Optimization
Harness the convergence of design and SEO to attract visitors and drive purchasing

- Understanding the big picture of eCommerce and how “experience design thinking” can impact conversion
- Prioritizing your users needs to streamline process through journey mapping
- Simple, but impactful SEO techniques to drive visits
- Communicating the importance of the culture of experience in an organization strategy from top to bottom

Contact Jason Evans for detailed presenter info and additional discounted rates:
ejevans@altamont-group.com

Follow Altamont Group at @altamontgroup

Join the Product Management, Marketing & Innovation Group on LinkedIn
http://www.linkedin.com/groups/Product-Management-Marketing-Innovation-4782107/about
Digital Touchpoints Identification & Alignment
Develop an iterative process of aligning & valuing digital channels
- Map the entire digital landscape of user touchpoints to identify experience opportunities
- Ensure a uniform and cohesive experience for users to ensure continuity
- Identify what drives your customers and create a user experience that aligns with their likes

1:00pm
e-Commerce Analytics & Data Management
Utilizing analytics & data management to influence decision making and drive conversions
- Using data to develop effective customer retention programs
- Acquire new customers based on existing customer analytics
- Applying customer data to predict future behavior and sales
- Measuring the lifetime value of customers for better forecasting
- Create good impact assessments based on customer reactions

2:15 pm
Feedback, Insights and Optimization
Streamline customer feedback data, forms, surveys & more for optimal customer insights
- Using text analytics and verbatim to create awesome experiences
- Testing methods that bridge the gabs between observations and ideas
- Net Promoter Scoring (NPS) as a true metric for customer satisfaction and insights
- Leverage insights for product enhancements and improvements that provide true customer value

3:30pm
Personalization & Customization in eCommerce
Creating a unique & customized online experience through personalization
- Develop unique methods of targeting that engage customers and spur into action
- Personalize individual experience that match tastes, interests and desires
- Enhance brand value and recognition through unique messaging and tailored experiences
- Develop advocacy and loyalty through WOM-driven marketing

11:00am
Persona Development & Utilization
Create customer personas and product scenarios to tell a product story that produces unified vision
- Bridge the gap between customers and research and development
- Develop customer and user personas to create scenarios on how product features will be received
- Find common characteristics in customer and users through persona and storyboarding scenario analysis
- Taking personas to the next level to revamp not only products but UX and organizational culture and strategy

1:00pm
Voice of Customer Excellence
Create deep insights through information optimization and utilization
- Effective methodology used to capture Voice of Customer
- Using customer analytics to promote customer-driven innovation
- Product lifecycle analysis and linking VoC to product lifecycle stages
- Develop a growth strategy based on VoC that is rooted in lifecycle analysis

2:15 pm
Designing for Touch
Creating a comprehensive vision for your mobile project that optimizes the user experience
- Addressing touch interface limitations and expectations
- Ensure a uniform and cohesive experience for users to ensure continuity
- Map the entire digital landscape of user touchpoints to identify touch specific experience opportunities
- Mobile usability testing strategies
- Overcoming input and crossplatform design challenges

3:30pm
Collaborative Experience Design
An organizational collaboration approach to designing experiences that delight use
- Bring CX, UX and product managers into a collaborative and cross-functional, high-performance organization
- Create a customer-centered experience that leverages design, product and technology excellence
- Leverage the value found in voice-of-customer and test and learn methodologies
- Migrate to an Agile work environment that thrives on group creativity and remaining nimble to make rapid changes based on customer feedback and needs
- Develop a lean process from design to enterprise rollout

Contact Jason Evans for detailed presenter info and additional discounted rates:
jevans@altamont-group.com
510-984-2949 | www.TCXUX.com
Tuesday, February 24, 2015

Keynotes
Thought leadership in eCommerce and Experience Design

Day Two Keynote - 8:30

Driving An Experience-Based Culture
Reinforce products & brands with an organizational strategy focused on the experience

- Instilling an experience based focus throughout all departments to transform organization culture and strategy
- Developing a roadmap for transforming people, process and technology elements of your customer management infrastructure
- Create a personalized approach to customer engagement through deeper customer understanding
- Gain a more comprehensive understanding of customer wants and needs for enhanced strategic and tactical planning capabilities

Day Two Keynote – 9:45

Cross Channel Experience Design
Craft a uniform experience across sales channels and touchpoints

- Design an integrated approaching to managing cross channel experience design
- Ensure a user experience that is consistent with brand objectives and strategic product vision
- Manage the user experience at all touch points across all channels
- Incorporate experience mapping to influence cross channel experiences
- Transform product design into experience design for improved user experience

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http://www.linkedin.com/groups/Product-Management-Marketing-Innovation-4782107/about

Contact Jason Evans for detailed presenter info and additional discounted rates:
jevans@altamont-group.com
510-984-2949 | www.TCXUX.com
11:00am

**“Test & Learn” Optimization**
Use test and learn analytics to optimizing marketing and eCommerce through real world testing
- Bring product features to market more successfully through better understanding of what features work
- Small-scale user testing methodology
- Large scale A/B testing tools and multivariate testing
- Encourage test and learn evangelism throughout the product organization
- Hands on examples of how test and learn works in different product environments

1:00pm

**Customer Experience Journey Mapping**
Develop useful diagrams that map step-by-step customer touch points
- Learn the strategic benefits of journey mapping your brand promise
- Uncover the interactions and channels used by your customers
- Determine how individual touchpoints impact the overall experience
- Collect and analyze emotions, motivations, actions, questions and barriers

11:00am

**Customer Care Transformation**
Empowering the front lines to effect change and “make” the customer experience
- Communicating strategy and initiatives to attain buy-in from and engage the customer care workforce
- Implementing incentives that motivate and align with strategy
- Strategy mapping to remove barriers and obstacles that don’t allow customer care to close the loop and solve issues
- Bring the “customer voice” to the table by involving the front line in customer experience strategy creation/modification

1:00pm

**e-Commerce Social Engagement**
Utilizing the power of social networks & WOM to drive engagement and conversions
- Building an online community that overlaps and integrates seamlessly with e-commerce
- Framework for tiered promotions and discounts to drive conversions
- User journey mapping to ensure usability, convenience and increase use
- Moving beyond buttons with integrated content, personalization and interactive social engagement

2:15pm – Closing Address

**Building the Experience Strategic Plan**
Gain senior executive-buy in by prioritizing and linking CX & UX initiatives to organizational strategy
- Defining objectives, who will be effected, and how they link to existing strategies & initiatives
- Implementing initiatives across all stakeholders to gain current perceptive through internal workshops, life cycle analysis, persona development, VOC, etc.
- Building the plan collaboratively with stakeholders to increase buy-in and adoption rate
- Involving and communicating with senior executives to ensure transparency and support throughout the organization
Not only do attendees come to learn innovative skills and best practices in customer experience, eCommerce optimization, analytics and experience design, they also come to meet with peers from different industries across the nation. Keeping this in mind, attendees are given a chance to network with colleagues from an array of backgrounds and disciplines.

Network with colleagues and thought leaders from a breadth of industries and functional disciplines

This event includes a number of valuable networking opportunities over the course of two days, including multiple networking breaks and a cocktail reception.

Organizations that attended 2013 events include:

- Accuray  •  Actelion Pharmaceuticals
- Adobe Systems  •  Affymetrix  •  AGCO  •  Alere
- Allstate  •  American Superconductor  •  Amway
- Amica Mutual  •  AppliedMicro Circuits
- Appro  •  Array BioPharma  •  Audi  •  Atmel
- AutoTrader.com  •  Bank of the West  •  BASF
- Beekley  •  Blessing Health  •  Bose Corporation
- Briggs International  •  Cadence  •  Carlson
- Cedar Sinai  •  Celanese Corporation
- Centura Health  •  Cepheid  •  Charles Schwab
- Chik-Fil-A  •  Chipotle  •  Chiquita
- Cisco  •  Citrix  •  CNN  •  Comcast  •  ConAgra
- Copa Airlines  •  Cox  •  Dean Foods  •  Diebold
- Dolby  •  Dominoes  •  Electric Arts  •  eBay
- EJ Gallo  •  Emerson  •  England Logistics
- Eon US  •  Ericsson  •  ESPN  •  Exelon Corporation
- Expedia  •  F5  •  Facebook  •  FedEx
- Ferring Pharma  •  Fifth Third Bank  •  FL SImith
- Flour  •  Foot Locker  •  FW Murphy  •  Gap Inc.
- Genentech  •  Gilead  •  Grant Thornton LLP
- JCI  •  JDS Uniphase  •  JP Morgan
- Juniper  •  Genworth  •  Hamilton Beach Brands, Inc.
- Hardies  •  Harvard Clinical Research Institute
- IHG  •  IMClone  •  Infinity Pharmaceuticals
- Ingram Micro  •  Intuit  •  Jabil Circuit
- JCI  •  JDS Uniphase  •  Johnson Matthey
- JP Morgan  •  Juniper  •  Keurig
- Kaiser Permanente  •  KLA-Tencor
- Lam Research  •  Lancer Corp  •  Land O’ Lakes
- Levi’s  •  Lexis Nexis  •  Liberty Mutual Group
- Life Technologies  •  McDean
- Maxwell Technologies  •  Maxygen, Inc.
- Macys.com  •  Mercedes-Benz USA  •  MGM Resorts
- Micron Technology  •  Microsoft Corporation
- Mutual of Omaha  •  Nestle  •  NetApp
- Nike  •  Nissan  •  Omnicell, Inc.
- Papa Murphy’s Int’l.  •  PayPal
- Popeyes® Louisiana Kitchen  •  Procter & Gamble
- RCI  •  Rent-A-Center  •  Research In Motion
- Roche  •  SanDisk  •  Sara Lee  •  Scottrade
- Sephora  •  Stryker  •  Symantec  •  Tibco
- URS  •  USAA  •  Visa Inc  •  Vonage
- WellPoint, Inc.  •  Wells Fargo  •  Turner Sports
- Sony Playstation  •  Sigma-Aldrich  •  Qwest
- HighMark Inc  •  InComm  •  Netsuite
- Parker Hannifin  •  SunTrust Bank  •  UTI
- Blue Cross  •  Gen-Probe  •  Lockheed Martin
- Ventura Foods  •  Syncapse  •  Assurant Solutions
- Abbott Laboratories  •  Certiport  •  Camden
- JDSU  •  Robert Half International  •  Pamlab
- Harley Davidson  •  Safeway  •  Onvia
- Bally Tech  •  Planview  •  Manheim
Area – San Francisco International Airport
Located near San Francisco International Airport, our venue provides excellent access to Bay Area transportation as well as all the city has to offer. Altamont Group has on-the-ground knowledge of the area’s best restaurants, hotels and shows to maximize your experience outside the Summit.

Hotel and Accommodation Facilities
Our venue’s excellent location offers easy access to the entire San Francisco Bay Area. We have scouted locations throughout the region and find that the Westin San Francisco Airport offers excellent accommodations, an unrivaled meeting environment and tremendous value.

Travel
This event is best accessed by-way-of San Francisco International Airport. A complimentary hotel shuttle leaves every 20 minutes from SFO, directly to the event location. Oakland International Airport offers another convenient traveling option for our non-local guests and can be accessed by BART trains or taxi cabs.

Venue – Weston SFO

Westin SFO
1 Old Bayshore Highway
Millbrae, CA

Reservations: 1-650-692-3500

*Mention the Altamont Group/Gateway Management room block to the customer service agent*
## Attendee Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
<th>Email</th>
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## Payment Information

- [ ] Check/Purchase Order
- [ ] Credit Card

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<th>Expiration Date</th>
<th>CV2 (card verification number)</th>
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<th>City/State/Zip</th>
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**Pay By Check:**
Checks should be made payable to Gateway Management. The mailing address for checks and tax forms is:

Gateway Management  
2625 Alcatraz Avenue, #341, Berkeley, CA 94705

**Cancellation/Rescheduling Policy:**
All cancellations made four weeks or longer from the summit’s start date will be provided a full refund or credit toward current or future Gateway Management programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future Altamont Group programs.

__Total eCommerce Experience & Design 2015__

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Early Registration</strong></td>
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<tr>
<td>Includes Monday - Tuesday event plus networking reception</td>
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| **Standard Registration**         | **$1,799.00** |
| Includes Monday - Tuesday event plus networking reception |

| **Additional Attendee**          | **$1,299.00** |
| Includes Monday - Tuesday event plus networking reception |

| **3 Attendee Rate**              | **$3,999.00** |
| Includes Monday - Tuesday event plus networking reception |

For “Early Registration”, register December 31st, 2014

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**Call**
510-984-2949

**Fax**
510-380-7377

**Online**
www.TCXUX.com

For group discounts, packages and local information please email Jason Evans:
jevans@altamont-group.com