

Day	Topics	Schedule
<b>Monday</b> March 19	<b>Welcome and Advanced System Administration</b> <ul style="list-style-type: none"> <li>Marketing Automation Business Case &amp; ROI</li> <li>Requirements Gathering</li> <li>Advanced User Management</li> <li>System Troubleshooting Tactics</li> </ul>	1pm – 1:30pm <i>Check in</i> 1:30pm - 5pm <i>Sessions</i> 5pm - 6pm <i>Social Hour</i>
<b>Tuesday</b> March 20	<b>Integrations, Data Management, and System Performance</b> <ul style="list-style-type: none"> <li>CRM Integration - Focus on SFDC</li> <li>Launchpoint/Custom APIs</li> <li>Workspaces and Lead Partitions</li> <li>System Performance and Optimization Techniques</li> <li>Data Hygiene &amp; Appending</li> </ul>	9am - 11:30am <i>Sessions</i> 11:30am - 12:30pm <i>Lunch</i> 12:30pm - 5pm <i>Sessions</i> 5pm - 6pm <i>Social Hour</i>
<b>Wednesday</b> March 21	<b>Business Process and Lead Management</b> <ul style="list-style-type: none"> <li>Demand Generation vs ABM</li> <li>Lead Lifecycle and Revenue Cycle Model</li> <li>Lead Scoring &amp; Qualification</li> <li>Lead Sourcing Strategies</li> </ul>	9am - 11:30am <i>Sessions</i> 12pm – 5pm <i>Lunch &amp; Local Activity</i> 5pm - 6pm <i>Social Hour</i>
<b>Thursday</b> March 22	<b>Campaigns, Attribution and Reporting</b> <ul style="list-style-type: none"> <li>Cost Allocation Strategies</li> <li>First-Touch and Multi-Touch Attribution</li> <li>Advanced Segmentation and Targeting</li> <li>Advanced Form Management</li> <li>Program, Email, and Landing Page Templates</li> <li>A/B Testing Dos and Don'ts</li> <li>Subscription Management</li> </ul>	9am - 11:30am <i>Sessions</i> 11:30am - 12:30pm <i>Lunch</i> 12:30pm - 5pm <i>Sessions</i> 5pm - 6pm <i>Social Hour</i>
<b>Friday</b> March 23	<b>Advanced Reporting and User Training</b> <ul style="list-style-type: none"> <li>Incorporating Business Intelligence</li> <li>Monitoring Your Users</li> <li>Tips for User Training Programs</li> </ul>	9am – 11:30pm <i>Sessions</i> 12pm – 1pm <i>Lunch &amp; Networking</i>