

# TUESDAY SESSIONS AT-A-GLANCE

7:30 am - 8:30 am <b>Registration &amp; Breakfast</b>											
8:30 am - 10:30 am <b>General Session &amp; Keynote Presentations</b>											
10:45 am - 12:15 pm <b>Super Track A—Online Marketing Strategies, Metrics, Tactics and Tales: An Interactive Customer Panel</b>											
10:45 am - 12:15 pm <b>Super Track B—Adventures in E-mail Management and the Electronic Client File: Policy, Management and Practices</b>											
Track Sessions	Business A	Business B	Business C	Business D	Technology A	Technology B	Technology C	Developer A	Developer B	Developer C	Developer D
1:45 pm - 2:35 pm	Pulling it All Together to Achieve Online Marketing Success		Information Management Strategy for the Professional Services Firm of the Future	An Integrated Approach to Risk Mitigation	Introducing the Interwoven Composite Application Provisioning (CAP) Solution 3.0	Using WorkSite Web to Drive Process and Collaboration Around the Matter/Engagement		TeamSite 6.7.x : Upgrading and Taking Advantage of New Features and Capabilities	MediaBin Information Architecture Best Practices	Deploying WorkSite Mobility 8.3	Efficiently Moving to and Managing the Electronic Matter File: Powerful Tools for E-Mail, Content and Data Migration
2:45 pm - 3:35 pm	Maximizing Online Business Performance—Driving Increased Conversion Rates and Organic Search Results at EDMC	A Primer on Multivariable Testing & Optimization and Where It Applies Across Your Online Initiatives	Becoming a Search Super Hero		Billboards & Body Parts—Extending Your DAM Investment to Meet Customer Needs	Is Your Firm on the Latest WorkSite Version? WorkSite 8.2SP1/8.3—The Next User Experience	Putting SEO into Practice	DataDeploy in Action	Interwoven Workflow Modeler	Enabling Self Service Folder Creation	Configuring IRM Forms and Reports
4:00 pm - 4:50 pm	Making Optimization Part of Your Company's Culture	Focusing the Lens on the Consumer	Establishing Records Management Policies and Practices		Getting More from WorkSite MP	Seven Keys to Getting E-mail Management Right		WCM User Group Hour 1	Optimizing Your MediaBin System	Interwoven Universal Search: Relevancy Tuning	Accelerating Interwoven WorkSite
5:00 pm - 5:50 pm	Making the Most of Your Search Marketing Investment with Multivariable Optimization	Marketing Asset Management How Would you Like That Delivered?	Collection, Litigation Holds and eDiscovery: Solving the Puzzle with Interwoven		How to Achieve Next Generation WCM	Mobilize your Workforce with WorkSite Mobility 8.3	Solving Bulk and Ad Hoc Scanning Demands	WCM User Group Hour 2	Transforming Your Portal with Content Management	Deploying WorkSite 8.3 Indexer—Best Practices	Deploying IRM 5.2 for Physical Records Management
6:00 pm - 9:00 pm <b>Opening Night at the PartnerNetwork Pavilion</b>											

# WEDNESDAY SESSIONS AT-A-GLANCE

7:30 am - 8:30 am	Registration & Breakfast										
7:30 am - 8:30 am	PartnerNetwork Pavilion										
8:30 am - 10:00 am	General Session & Keynote Presentations										
Track Sessions	Business A	Business B	Business C	Business D	Technology A	Technology B	Technology C	Developer A	Developer B	Developer C	Developer D
10:15 am - 11:05 am	Multivariable Optimization Best Practices for Maximizing Visitor Engagement on Your Website	General Mills Case Study: The Evolution of a Solution. Launching Your DAM Solutions to Meet Your Business Users Needs	A Comprehensive Approach to Information Management with Paper and the Electronic File	High Performing Business Content —The adidas WorkSite Case Study	Utilizing Social Media	Interwoven Records Manager: Version 5.2 and the Road Ahead		Best Practices for Implementing TeamSite SitePublisher; How to Componentize Your Site	Application Release Management—ControlHub Showcase	Custom Solutions for Locating, Accessing and Saving Information in a Distributed Environment	Building a Federated Connector for Interwoven Universal Search
11:15 am - 12:05 pm	Powering Online Lead Generation Programs with Multivariable Optimization	Corporate Legal Departments—Maximizing the Benefits of WorkSite MP	Driving Efficiency and Consistency in Business Processes	The iPhone, Web 2.0 and the Shift to Mobile	Achieve Automated Application Provisioning	Making The Right Centralization Decision for the Firm		How to Build and Customize TeamSite SitePublisher Components	How to Extend Your DAM Investment and Meet Customer Needs by Using MediaBin	Configuring Your Retention Policies with IRM	Configuring the Interwoven Universal Search Interface
12:15 pm - 2:15 pm	PartnerNetwork Pavilion										
2:15 pm - 3:00 pm	General Session & Keynote Presentations										
Track Sessions	Business A	Business B	Business C	Business D	Technology A	Technology B	Technology C	Developer A	Developer B	Developer C	Developer D
3:15 pm - 4:05 pm	Delivering Targeted Web Experiences at Cummins	The Pitfalls to Avoid When Conducting Real Time Website Testing	Beyond Simple Search: Leveraging Interwoven Universal Search for Knowledge Management		The Best of Both Worlds: Using TeamSite & MediaBin Together- Website Management Best Practices	Leveraging WorkSite and SharePoint Extranet Capabilities to Deliver Better Client Service	The Social Media Revolution and its Connection to Rich Internet Applications, Content Management and Search	LiveSite Targeting: New Features, Enhancements and Tips and Tricks for Creating Rules	Best Practices for WorkSite MP Development, Staging, and Production Use	Deploying WorkSite E-mail Management SP1	Getting Ready for WorkSite 8.5
4:15 pm - 5:05 pm	Multivariable Testing + Targeting = Multivariable Optimization: Finding the Right Solution for Every Customer Every Time	Media Bin Customer Panel: Going Beyond Implementation and Configuration: Getting Strategic Value From Your DAM Investment	A Customer's Perspective: Interwoven Records Manager (IRM) in the Law Firm		Why You Need an Automated Application Provisioning Solution	Interwoven Universal Search: Maximizing Implementation Success	Applying Web2.0 Concepts—Social Bookmarking, Taxonomy—to Next Generation Content	Effectively Managing Metadata	Collaborative Document Management User Group	Developing Your Intranet with WorkSite for SharePoint and MOSS 2007	Performing a WorkSite Health Check
5:15 pm - 7:15 pm	PartnerNetwork Pavilion Happy Hour										
7:30 pm - 11:00 pm	Gala Event—"Nightshift" at Ten15 Folsom, one of SF's most popular hot spots										

# THURSDAY SESSIONS AT-A-GLANCE

8:30 am - 9:30 am	<b>Breakfast</b>										
9:30 am - 10:30 am	<b>Super Track A: Investing in Your Online Marketing Success—Interwoven’s Product Strategy &amp; Roadmap</b>										
9:30 am - 10:30 am	<b>Super Track B: Electronic File 2.0   Mini BarCamp</b>										
<b>Track Sessions</b>	<b>Business A</b>	<b>Business B</b>	<b>Business C</b>	<b>Business D</b>	<b>Technology A</b>	<b>Technology B</b>	<b>Technology C</b>	<b>Developer A</b>	<b>Developer B</b>	<b>Developer C</b>	<b>Developer D</b>
<b>10:45 am - 11:35 am</b>	Weaving Optimization into the Website Strategy and Development Lifecycle	Leveraging Web Analytics to Begin Your Web Content Management and Site Optimization Initiatives	Building the Business Case for Matter Centricity and E-Mail Management		Optimizable WCM—TeamSite SitePublisher and Optimost	Enabling Global Search Across the Firm		Revealing OpenDeploy Secrets: Tips and Tricks for Getting the Most Out of OpenDeploy	Designing The Next Generation of MediaBin Client Applications: A User Group	Using Web Services and Web Integration Dialogs of the WorkSite Web Application Integration Toolkit	
11:45 am - 1:00 pm	<b>Lunch &amp; Keynote Presentation</b>										