



Consona Connect 2010
October 12-15
MGM Grand Hotel
Las Vegas, NV

REGISTRATION CHECKLIST

Got Questions?
Contact Conference Headquarters
(866) 229-3691

or

Connect@experient-inc.com

When mailing or faxing your registration, please be sure to include the following:

- Completed registration form
- Completed breakout sessions forms
- Full credit card info
- Separate form(s) for each attendee

If you completed all the above, then you are ready to fax or mail your forms.

Address:

Consona Connect Registration
PO Box 4088
Frederick, MD 21705

Fax Number:

(301) 662-9411

You will receive an e-mail from email_confirm@devmail.expoexchange.com once your registration has been processed.



Consona Connect 2010
Oct. 12-15
Las Vegas, NV

Conference Registration Form

Register at **ConsonaConnect.com**, or fax/mail these forms to Conference Headquarters at (301) 694-5124, Attn.: Consona Connect 2010. Please fill out a separate form for each attendee.

Date: _____

Company Name: _____

Attendee Name: _____
(As you want it to appear on name badge)

Title: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Fax: _____

E-mail: _____

Product & Version: _____

Company Industry: _____

I am: User/Customer Partner
 Sponsor Guest

HOTEL RESERVATION INFORMATION*

A specially negotiated rate of \$89 per night, plus applicable taxes, has been pre-arranged with the MGM Grand Hotel. Rates based on single or double occupancy.

Check-in Date: _____ Check-out Date: _____
 King 2 Queen Beds
 Smoking Non-smoking

Are you sharing a room with another conference attendee?
 Yes No

Name of other attendee: _____

REGISTRATION FEES/PAYMENT INFORMATION

Registration Fee: \$1095-\$1495 \$ _____
 Early Bird Fee (June 1–July 12) \$1095
 Standard Registration Fee (July 13– Sept. 9) \$1295
 Late Registration Fee (Sept. 9–Oct. 8) \$1495

Discount Code: _____ (Minus:) \$ _____

Amount to be charged: \$ _____

SELECT PAYMENT METHOD

Visa MasterCard American Express

Credit Card Number: _____

Exp. Date: _____

Card Holder Name: _____

**Credit card information must be provided in order to create your hotel reservation.*



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Please take a moment to complete the following questions.

1. Would you allow Consona to post your company name to our conference Website, ConsonaConnect.com, as a conference attendee after you complete your registration?

- Yes
- No

2. Are you a first time attendee?

- Yes
- No

3. How did you learn about Consona Connect 2010?

- Conference Website
- Expert/Customer Website
- Consona Employee—Who?

- E-mail
- Previous User Conference
- Other

4. What is the main reason you plan to attend Consona Connect 2010?

5. What would make this conference most valuable to you?

6. Are you and your company involved in any industry associations? Associations are just another great way to actively network. If yes, please list here:

7. Do you have any dietary needs?

8. Do you have any ADA needs?



Consona CRM Breakout Session Form

Please select one session per time slot. Your early selection helps us to plan for seating logistics; however you are not obligated to attend the selected. You can update your agenda at any time via e-mail confirmation once your registration is processed.

Company Name: _____

Attendee Name: _____

SESSIONS ARE CODED AS:

- 100—Introductory:** For application beginners with a basic knowledge of the system.
- 200—Intermediate:** For experienced customers who use the application regularly.
- 300—Advanced:** For power business system users who desire highly technical training.

BUS—Business Problems

CKM—Consona Knowledge Management

GEN—General Training

CCM—Consona Customer Management

EXEC—Executive Sessions

SPT—Live Assistance/Dynamic Agent

WEDNESDAY, OCTOBER 13:

Session 1, 9:15–10:15 a.m.

- BUS 101 - Tell Me. Show Me. Fix It For Me!—The Beauty of Support Actions
- BUS 201 - How Products Comply with ITIL Standards
- CKM 101 - Knowledge Management Product Roadmap
- SPT 101 - Live Assistance Product Roadmap

Session 2, 10:30–11:45 a.m.

- BUS 102 - How To Generate Revenue Within Your Customer Service and Support Framework
- CKM 102 - Roundtable Discussions: Knowledge Management Roadmap by Market
- GEN 102 - The Big Switch: Why You Should Consider the Consona Cloud
- SPT 102 - Roundtable Discussions: Live Assistance Roadmap by Market

Session 3, 1:00–2:00 p.m.

- BUS 103 - A Knowledge Management Customer Success Story
- BUS 203 - Social Support: Turning Customer Engagement Into Customer Success
- CCM 103 - Customer Management Product Roadmap
- EXEC 103 - Executive Session Presented by Jeff Tognoni, CEO
- SPT 103 - Dynamic Agent Product Roadmap

Session 4, 2:15–3:30 p.m.

- BUS 104 - An IT Service Desk Customer Success Story
- CCM 104 - Roundtable Discussions: Customer Management Roadmap by Market
- GEN 104 - The State of the High Tech Market
- SPT 104 - Roundtable Discussions: Dynamic Agent Roadmap by Market

Session 5, 4:00–5:15 p.m.

- BUS 105 - How to Use Analytics to Measure the Customer Experience
- CCM 205 - Get Personal With Portrait Dialogue
- CKM 305 - Technical Overview: Knowledge Management – Under The Hood
- SPT 305 - How-To Session: 360° Support—The Power of Live Assistance and Dynamic Agent

THURSDAY, OCTOBER 14:

Session 6, 8:15–9:15 a.m.

- BUS 106 - How to Offer Agent-Quality Self-Service
- GEN 106 - KCS Adoption and Success in the High Tech Market

Session 7, 9:30–10:45 a.m.

- BUS 107 - Multi-Channel Strategy: How to Extend Self Service and Offer a Low Cost Chat Channel
- CCM 307 - Technical Overview: Discover the New & Improved Customer Management
- CKM 307 - How-To Session: Example Integrations with Knowledge Management
- GEN 107 - How to Measure Your Success: Roadmap for Integrated Analytics--Powered by Qlikview

Session 8, 11:15 a.m.–12:15 p.m.

- BUS 108 - An Enterprise CRM Customer Success Story
- BUS 208 - How Consona Supports the KCS Methodology
- EXEC 108 - Executive Session by Jeff Tognoni, CEO
- GEN 108 - Functional Overview: How to Leverage Communities
- GEN 208 - Functional Overview: How Content Cache Can Simplify Your Support Operations

Session 9, 1:30–3:00 p.m.

- BUS 109 - A High Tech Product Support Customer Success Story
- CCM 309 - How-To Session: Prepare for an Upgrade to Customer Management Version 7.0
- EXEC 109 - Executive Session by Thomas Millay, General Manager of Consona CRM
- GEN 109 - State of the Enterprise CRM Market
- SPT 309 - Technical Overview: Dynamic Agent – Under The Hood

Session 10, 3:15–4:30 p.m.

- BUS 110 - A High Tech Product Support Customer Success Story
- CCM 210 - How to Extend Your Service Channels With Chat and E-mail
- CKM 310 - How-To Session: Example Customizations on Knowledge Management
- SPT 310 - Technical Overview: Live Assistance – Under The Hood

FRIDAY, OCTOBER 15:

Session 11, 8:30–9:30 a.m.

- CCM 311 - How-To Session: Building Business Rules with BRM
- CKM 311 - How-To Session: Staffing Your Consona KM Initiative—Customer Models and Best Practices
- EXEC 111 - Executive Session by Steve Bailey, CTO
- GEN 111 - State of the ITSM Market
- GEN 211 - Enterprise CRM Suite Vision & Roundtable

Session 12, 9:45–10:45 a.m.

- CCM 312 - How-To Session: Improving End User Experience by Applying New Feature Efficiencies In Customer Management 7.0
- CKM 312 - How-To Session: Optimizing the Search Experience
- GEN 112 - KDS Suite Vision & Roadmap
- GEN 212 - ITSD Business Suite Vision & Roadmap

Session 13, 11:00 a.m.–12:00 p.m.

- CCM 313 - How-To Session: How to Tackle Data Cleansing
- GEN 113 - Roundtable Discussion: KDS Suite Roadmap
- GEN 213 - Roundtable Discussion: ITSD Business Suite
- SPT 313 - How-To Session: The Value in Content Creation