



## Agenda Digital Landscape 2009

08.30	Registration and coffee		
09.00	Welcome and introduction	<i>Mats Frisk</i>	Cybercom
09.20	Panel opens the day	<i>Joakim Jardenberg</i>	Moderator in lead
09.40	Where does the digital landscape take us?	<i>Björn Elmberg</i>	Cybercom
10.15	Measuring Online Customer Experience	<i>Don Aoki</i>	Keynote
11.00	Breakout 1		
	Stop customer cruelty -a closer look at why customers get frustrated buying online	<i>Matt Dion</i>	Elastic Path
	Securing the online channel	<i>Todd Paoletti</i>	Akamai
	Testing your way to onsite conversion success and Targeting your way to a competitive advantage	<i>Gordon Savage</i>	Omniture
11.35	Breakout 2		
	User research meets market research in global context	<i>Malcolm Otter</i>	Keynote
	Live demo discussing metadriven sites	<i>Jesper Perssen</i>	Polopoly
	From business development to production - a journey in the digital ecosystem	<i>Cecilia Täfte</i>	Cybercom
13.00	Using Social media to improve ecommerce success -drive traffic, increase conversion rates, and influence offline sales	<i>Peter Sheldon</i>	Elastic Path
13.35	Search Engine Marketing as a key part of your Marketing strategy: Optimize Return + Less waste = More revenue	<i>Daniel Bjärne</i>	Omniture
14.10	Break out 2		
14.35	Break out 1		
15.20	Monetizing content -moving into the future digital world	<i>Gustaf Sahlman</i>	Polopoly
15.55	How website performance impacts Shopper Behaviour	<i>Todd Paoletti</i>	Akamai
16.30	Closing speech Panel discussion	<i>Mats Frisk</i> <i>Joakim Jardenberg</i>	Cybercom Moderator in lead
17.00	End of seminars		
17.10	Tapas with drinks		