



salesforce



SOFTWARE ANYWHERE™

C-Level's 1st Annual Salesforce.com User Conference

Conference Agenda | July 16th, 2010

Register
before July 9th
and Save \$50

7:30 – 8:30 am | Registration – Continental Breakfast

8:30 – 10:00 am | Keynote Presentation

Get Your Head In 'The Cloud'

Your entire life you have been told to get your head out of the clouds.

...We are here to tell you otherwise!

- Understand the true value proposition of Cloud Computing.
- See how easy it is to develop a successful Cloud migration strategy.
- Learn how joining the 'Community Cloud' can accelerate your business!

Presenter: Jeff Scott, CEO, C-Level Management

10:30 – 11:45 am | Breakout Sessions

Streamline Document & Contract Generation from within Salesforce CRM

Are you manually creating quotes, proposals, invoices and a variety of contracts?

- Learn how C-Level customers are automating their quote to cash process.
- Discover ways to automate document generation and get your contracts e-signed.

Target Audience: All Attendees

Presenter: Jeff Scott, CEO, C-Level Management

Improve Customer Service by Leveraging Service Cloud 2 & Chatter

How are your service & support teams collaborating and communicating with your customers?

- Get an in-depth look at the full power of the Salesforce case management solution.
- Explore ways in which C-Level has leveraged the platform to improve collaboration.
- See why Salesforce Chatter is called 'The Real-time Collaboration Cloud'.

Target Audience: Support Managers, Customer Service Reps, Tech Support Agents

Presenter: Ryan Huff, Sr. Business Architect, C-Level Management

11:45 am – 1:00 pm | Lunch – Networking

C-Level & salesforce.com are giving away 2 iPads!!!

Must be present at the end of the event to receive any of the promotional items.

Register online at www.c-levelmgmt.com or call Jill Bowen at (949) 373-2435.

1:00 – 2:00 pm | Breakout Sessions**AppExtremes: Create Sophisticated Documents & Reports with Conga Composer**

Are you struggling to create complex documents from multiple data sources within Salesforce?

- Learn why Conga Composer is the top document generation tool on the AppExchange.
- See how you can fire up your Word, Excel and PowerPoint templates.

Target Audience: All Attendees

Presenter: Mark Whiteside, CEO, AppExtremes

Cloud2Mail: Mail Dynamically Created Materials Directly from Salesforce CRM

Would you like to send personalized (1-to-1) thank you cards and printed marketing materials from Salesforce?

- See a hands on demonstration of how to create dynamic direct mail marketing materials.
- Learn how to create and manage a sales library of templates by department or sales team.

Target Audience: Sales & Marketing Users

Presenter: Frank Verill, CEO, Cloud2Mail

C-Level: Visualize Key Performance Indicators with Advanced Dashboards

When it comes to your key business metrics...isn't a picture worth a thousand words?

- Take an in depth look at the latest Salesforce CRM dashboard enhancements (Summer '10).
- See how third-party analytics providers take real-time data visualization to the extremes.

Target Audience: All Attendees

Presenter: Ryan Huff, Sr. Business Architect, C-Level Management

C-Level: Learn How to Push the Edge of the Salesforce.com Work-Flow Engine

Do you work for your CRM or does it work for you?

- Harness the Salesforce work-flow engine to automate your daily CRM activities.
- Significantly reduce the number of clicks required to get things done.

Target Audience: System Admins & Power Users

Presenter: Jeff Scott, CEO, C-Level Management

Linvio: Manage Your e-Commerce & Credit Card Payments within Salesforce

Are you tired of managing credit card payments in a separate application?

- Learn how processing credit cards and e-checks within Salesforce can save you money.
- Easily build one-time and recurring payments into your custom e-commerce workflow.

Target Audience: All Attendees, Finance Users

Presenter: Ron Wild, President, Linvio

2:15 – 3:15 pm | Breakout Sessions**EchoSign: Learn How the World is e-Signing Documents & Contracts**

What if documents were able to magically appear, e-signed and attached in Salesforce?

- Watch as the days of faxing, scanning and re-faxing documents come to an end.
- Understand how the e-signing process can streamline your sales organization.

Target Audience: All Attendees

Presenter: TBD, Echosign

Google Apps: Kick Your MS Exchange Server to the Curb

The time is now, not tomorrow, not someday, for you to retire your legacy mail server!

- Get under the hood of the next generation productivity suite from Google.
- Learn how to seamlessly integrate Google Apps with Salesforce.

Target Audience: All Attendees

Presenter: Jeff Scott, CEO, C-Level Management

Outsell Consulting: Building a High Performance Sales Team

Has your sales team developed a successful selling methodology?

- Gain insight into sales organizations that have adopted success strategies that yield consistent results.
- Clarify best practices that will help you to increase your win rate with new opportunities and grow current client relationships.
- Tap into salesforce.com tools to increase the effectiveness of your coaching and selling.

Target Audience: Executives, Sales Managers, Account Executives

Presenter: Brian Lowery, CEO/Partner, Outsell Consulting

Apex & VisualForce: Take the Force.com Platform to the Next Level

Is there life beyond the Salesforce standard application logic and work-flow rules?

- Learn how to leverage the use of custom code, triggers and user interfaces with Apex and VisualForce.
- Understand how to integrate the Force.com development process into your deployment plan.

Target Audience: Developers, Power Admins

Presenter: Scott Hemmeter, CEO, Arrowpointe
Ryan Huff, Sr. Business Architect, C-Level Management

FinancialForce: Combine Your Sales & Financial Data in a Single System

Is your finance team ready to harness the full power of the Salesforce platform?

- See the first cloud accounting system built for Salesforce CRM.
- Eliminate manual data entry efforts and rekeying of financial information.

Target Audience: CFO, Financial Team, Executives

Presenter: TBD, FinancialForce

3:30 – 4:30 pm | Breakout Sessions**AppExtremes: Get a Handle on the 'New Extremes' from the Conga Guys**

Interested in accomplishing things you never thought possible within Salesforce?

- Let the Conga Guys show you how to super-charge your business processes with their amazing suite of add-ons.
- Extreme Suite includes: Conga Conductor, Conga Workflow, Conga QuickMerge, Conga Template Manager & Conga Query

Target Audience: All Attendees

Presenter: Mark Whiteside, CEO, AppExtremes

ExactTarget: Automate Your Email Marketing Campaigns within Salesforce CRM

Is your current email marketing solution driving you insane?

- Discover a 1-to-1 digital communication platform that seamlessly integrates with Salesforce CRM.
- Get a handle on measuring real-time results and improving overall response rates.

Target Audience: Sales & Marketing Users

Presenter: Jeff Scott, CEO, C-Level Management

Telecom: Migrate Your Voice & Data Services into 'The Cloud'

Are your telecom and data services integrated into your Cloud strategy? Need additional internet bandwidth and speed?

- Understand the benefits of connecting your phone system to Salesforce in order to increase the overall productivity of your sales and support teams.
- Get insight on how to increase internet performance while controlling your telecom and data costs.

Target Audience: All Attendees

Presenter: Scott Van Essen, CEO, OnDemand

Pervasive: Integrate Your Cloud & On-Premise Applications

Are you tired of manually updating data across multiple information silos?

- Learn how to connect your CRM, ERP and Accounting systems using the Pervasive Data Cloud.
- Visually map complex database transactions between multiple business applications.

Target Audience: Developers, Power Admins

Presenter: Todd Freemon, Pervasive Software

C-Level: Salesforce Power-User & Admin Training

If you build it wrong...your end-users **will** run!

- Get a handle on advanced customization techniques while adhering to KISS principles.
- Learn how to increase user adoption by creating solutions based on the C-Level best practices library.

Target Audience: Power Users, System Administrators

Presenter: Ryan Huff, Sr. Business Architect, C-Level Management