



February 8 - 10, 2012 at the
il Lugano Suite Hotel, Ft. Lauderdale

Heiler Innovation Days 2012

Join us as we host our annual Heiler Innovation Days Event at the il Lugano Suite Hotel, located in Ft. Lauderdale.

“What’s in it for me?” you ask...

Aside from an excellent opportunity to learn about today’s Product Information Management trends and best practices from industry leading experts, network with partners and potential customers, and receive a hands-on demonstration of our industry leading software, this event will also include:

- » An all inclusive two nights stay at the luxurious, il Lugano Suite Hotel
- » Cocktail & dinner party will be held on a luxurious three-hour “Hawaiian themed” yacht cruise that will allow you to enjoy fine dining and a relaxing, casual atmosphere to network with partners while exploring the spectacular sunsets and the awesome sights and sounds of Ft. Lauderdale’s waterfront and South Florida waterways
- » Partner sponsorship opportunities
- » A chance to win a brand new iPad 2 and much more!



This exclusive experience is being offered at the low cost of only \$550.00!

Contact Jennifer Krizanek for additional Information.

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AGENDA

02/08/2012 | Customers & Partners

12:00pm - 03:00pm

Registration

Location: Lugano Conference Room, 14th Floor
Check-in and pick up I.D. badge and raffle ticket

03:00pm - 03:15pm

Welcome Address

Greg Wong, CEO, North America

03:15pm - 04:00pm

Key Note:

New Business Models & Market Trends in Product Information Management
Rolf J. Heiler, CEO & Founder

04:00pm - 05:00pm

Current Market Challenges and Business Values

Greg Wong

Product Upgrades and New Features

Learn about new product upgrades and features with Heiler Enterprise PIM Suite 6.0
Stefan Reinhardt, Project Manager

05:00pm - 05:15pm

Break

05:15pm - 06:15pm

PIM 6.0 - Taking Your PIM to the Next Level

How to leverage your PIM solution to enhance your business processes & achieve higher levels of efficiency

Kevin Keeler, Customer Care

06:15pm - 07:00pm

Cocktails and Appetizers

Location: Lugano Conference Room & Patio, 14th Floor

07:00pm

Dinner

Location: da Campo Osteria, 1st Floor



Cocktail Hour & Dinner Sponsored by:



AGENDA

02/09/2012 | Customers & Partners

08:00am - 09:00am

Breakfast

Location: Pool Deck Area (Weather permitting), 1st Floor

09:00am - 09:15am

Welcome Address

Location: Lugano Conference Room, 14th Floor

Rolf J. Heiler, CEO & Founder

09:15am - 10:00am

Top Industry Trends for 2012

Miko Roller, Sales Executive

10:00am - 11:00am

Managing PIM Beyond Product Information

Joel Katz, Ashford

11:00am - 11:15am

Break

11:15am - 12:15pm

New Product Introduction Process and Strategy

Christophe Marcant, SapientNitro

12:15pm - 01:15pm

Lunch

Location: da Campo Osteria, 1st Floor



01:15pm - 02:15pm

PIM vs. CMS: How to Leverage Both Systems and Reap the Benefits

Dirk Grunewald, VP of Professional Services & Consulting

02:15pm - 03:00pm

How Social is Your PIM?

Learn why and how you should integrate your social platforms into your PIM system

Enable Mobile Commerce

Be everywhere your customers are

Jennifer Krizanek, Marketing Manager, North America

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02/09/2012 | Customers & Partners

03:00pm - 04:00pm

Super Charge your SEO with PIM

What role does PIM play in the SEO process of content delivery and analytics?

[Rich Dase, Ideosity](#)

04:00pm - 04:30pm

Break

Wellness break and raffle drawing

Wellness Break Sponsored by:



04:30pm - 06:15pm

User Group Session

Vision of Next Generation Product Information Management

Driving our future roadmap together: Customers will be able to collaborate with Heiler's R&D group to give product recommendations and comments

[Stefan Reinhardt](#)

06:15pm - 06:30pm

Closing Address

[Rolf J. Heiler](#)

07:00pm - 10:00pm

Dinner and Yacht Cruise

Please meet in the hotel lobby by 06:45pm. Once everyone is accounted for we will take a short walk to the Windridge Yacht Company dock and board the "Windrigde K" for a relaxing evening cruise and dinner party.

02/10/2012 | Partners only

08:00am - 09:00am

Breakfast

Location: Pool Deck Area (Weather permitting), 1st Floor

09:00am - 09:15am

Welcome Address

Location: Lugano Conference Room, 14th Floor

[Greg Wong](#)

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02/10/2012 | Partners Only

09:15am - 09:30am

New Partner Portal

Greg Wong

09:30am - 10:30am

Working in the Future with Heiler Sales & Consulting

Kevin Keeler & Dirk Grunewald

10:30am - 10:45am

Break

10:45am - 12:00pm

New Materials for Sales & Marketing

Includes demo training / use case training

Miko Roller & Jennifer Krizanek

12:00pm - 01:00pm

Lunch

Location: Pool Deck Area (Weather permitting), 1st Floor

01:00pm - 02:00pm

Competitive Advantages & Unique Selling Proposition

SWOT analysis of our competitors and a look at key differentiators

Nick Azzopardi, Marketing Communications Specialist

02:00pm - 03:00pm

Detailed Functional Roadmap - From a Partner Perspective

Part 1: Partner Enablement

What's next in partner enablement from a standard platform

Part 2: Partner's Expectations

Open forum for feedback & discussion

Greg Wong & Stefan Reinhardt

03:00pm - 03:15pm

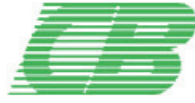
Closing Address

Rolf J. Heiler

03:15pm

Individual Partner Meetings

ATTENDING COMPANIES



ATTENDING PARTNERS

