



Financial*Research*
Associates, LLC

******* Revised Agenda *******

Win & Retain Customers with A Direct Channel
The 2006 RSS Summit

February 27-March 1, 2006

Hyatt Regency Cambridge
Cambridge, MA

DAY ONE

February 27, 2006

- 8:30 AM** *Registration and Continental Breakfast in the Exhibit Hall*
- 9:00 AM** **Opening Remarks**
- 9:15 AM** **Convergence of Technology, Media & Marketing**
Robert Scoble, Technical Evangelist & Chief Blogging Officer
MICROSOFT CORPORATION
- Pamela Parker, Managing Editor*
CLICKZ
- Jeremy Zawadny*
YAHOO! INC.
- Elizabeth Albrycht, Alliance Partner*
BLOGGING PLANET
- Steve Rubel, Vice President, Client Services*
COOPERKATZ & COMPANY
- 10:15 AM** *Morning Coffee in the Exhibit Hall*
- 10:35 AM** **Unleash The Marketing & Publishing Power of RSS**
Rok Hrastnik, E-Commerce Manager

STUDIO MODERNA
Author of: Unleash the Marketing & Publishing Power of RSS

- 11:35AM** **RSS – A Communication Medium Rather Than A News Tool**
Pamela Parker, *Managing Editor*
CLICKZ
- 12:20 PM** *Luncheon and Exhibit Hall Open*
- 1:30 PM** *Track A*
Determine Where Your Audience Is & How To Most Effectively Reach Them
Tris Hussey, *M.S., CBO & Product Manager*
QUAMANA SOFTWARE INC.
- Jeremy Zawodny,
YAHOO! INC
- Track B*
RSS: A Publicist’s Dream Come True; Strategies To Optimize The Web
Elizabeth Albrycht, *Alliance Partner*
BLOGGING PLANET
- 2:15 PM** *Track A*
Extending Your Reach Through RSS
Paul Forster, *Founder*
INDEED.COM
- Track B*
The After-Effect of RSS on Email
David Geller, *President & CEO*
WHATCOUNTS
- 3:00 PM** *Afternoon Refreshments in the Exhibit Hall*
- 3:30 PM** *Track A*
Using RSS For Real Time Market Intelligence
Tris Hussey, *M.S., CBO & Product Manager*
QUMANA SOFTWARE INC.
- Track B*
Increase Your Revenue with Behavioral Targeting
Tom Hespos, *President*
UNDERSCORE MARKETING LLC
- 4:15 PM** **Blogging To Increase Conversation**
Robert Scoble, *Technical Evangelist & Chief Blogging Officer*
MICROSOFT CORPORATION
- 5:00 PM** *Networking Reception in the Exhibit Hall*
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DAY TWO
February 28, 2006

- 8:30 AM** *Continental Breakfast in the Exhibit Hall*
- 9:00 AM** **Recap**
- 9:15 AM** **How RSS Helps You Find, Listen, Engage & Empower Your Customer Evangelists**
Steve Rubel, *Vice President, Client Services*
COOPERKATZ & CO.
- 10:00 AM** *Morning Coffee in the Exhibit Hall & Hotel Check Out*
- 10:30 AM** *Track A*
Why Implementing RSS Proved Valuable
Stuart Watson, *CEO & Founder*
SYNDICATE IQ
- Track B*
Understanding The Relationship Between RSS, E-Mail, E-Zines & Blogs
Rok Hrastnik, *E-Commerce Manager*
STUDIO MODERNA
Author of Unleash the Marketing & Publishing Power of RSS
- 11:30 AM** *Track A*
Create An Effective RSS Advertising Campaign
Bill Flitter, *Founder, Vice President Marketing*
PHEEDO, INC.
- Track B*
Leveraging Podcasting Technology To Expand Subscriber Reach & Attract Customers
Rick Klau, *Vice President, Business Development*
FEEDBURNER
- D.L. Byron
TEXTURA DESIGN, INC.
- 12:15PM** *Track A*
Making Content Syndication Work For You
Oren Michels, *Vice President, Business Development*
FEEDSTER
- Track B*
Navigating The Blogosphere & Beyond: Learning To Understand Your Customer & Potential Customers
Andrew Bernstein, *President & CEO*
CYMFONY, INC.

- 1:00 PM** *Luncheon*
- 2:00 PM** **Legal Considerations For A Dynamic & Open Communication Environment**
Buzz L. Bruggeman, *Founder & Executive Vice President*
ACTIVEWORDS, INC.
- Jeffrey D. Neuburger
BROWN RAYSMAN MILLSTEIN FELDER & STEINER LLP
- 2:45 PM** **Add RSS To Your E-Commerce Mix**
Heidi Cohen, *Principal*
RIVERSIDE MARKETING
- 3:30 PM** **Proving Syndication Value With Metrics**
Rick Klau, *Vice President, Business Development*
FEEDBURNER
- Stuart Watson, *CEO*
SYNDICATE IQ
- Oren Michels, *Vice President, Business Development*
FEEDSTER
- Greg Reinacker, *CTO and Founder*
NEWSGATOR TECHNOLOGIES
- 4:30 PM** *Conference Concludes*
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DAY THREE

March 1, 2006

- 9:00 AM** *Workshop Registration and Continental Breakfast*
- 9:30 AM** **Post –Conference Workshop**
Develop A RSS Strategy To Boost Customer Interaction
Tris Hussey, *M.S., CBO & Product Manager*
QUMANA SOFTWARE INC.
- 12:00 PM** *Workshop Concludes*