



**dreamcore**

 **sitecore** | EUROPE

May 19-20, 2010  
Odd Fellow Palæet, Copenhagen  
Denmark

# Sitecore Developer & Partner Conference

**Visioning and Building Dreams on the Web**



## WELCOME

Welcome to Sitecore's Dreamcore 2010. Thank you very much for making the commitment to join us in Copenhagen, Denmark. We look forward to seeing you at the various sessions we have planned and hearing your questions and feedback.

We started Dreamcore this year as a way to bring together CMS developers, our Partners and Sitecore employees in a collaborative and highly informative setting. The event is meant to provide the opportunity to share best practices, brainstorm ideas and learn new ways to accelerate productivity and innovation, among an amazing group of people.

The next two days will provide the opportunity to both learn and influence, as Sitecore's leadership in technology, product development, support, sales and marketing will be here at Dreamcore. We want to make sure you have an inspiring experience and feel supercharged with new knowledge and expertise to drive success in many new ways!

All the best,

Dreamcore Europe Team

**Business Track**

**Technical Track A**

**Technical Track B**

8:00 - 9:00

REGISTRATION OPEN

8:00 - 9:00

BREAKFAST WITH SITECORE'S EXECUTIVE TEAM

9:00 - 10:00

GENERAL SESSION WITH KEYNOTE BY MICHAEL SEIFERT, CEO - SITECORE, AND SPECIAL GUEST, TIM WALTERS, FORRESTER - KONCERTSALEN

10:15 - 11:15

**POSITIONING THE ONLINE MARKETING SUITE**

Darren Guarnaccia, Vice President of Product Marketing, Sitecore

**CHALLENGING PROBLEMS AND SOLUTIONS**

David Stöger, ecomplexx (DE)  
 Stephen Pope, Eduserv (UK)  
 Andrew Davies, True Clarity (UK)

**SITECORE INTRANET PORTAL**

Jeppe Grue, Product Manager, Sitecore

11:30 - 12:30

**SITECORE ONLINE MARKETING SUITE AT WORK – TALKING VALUE AND WINNING MORE CUSTOMERS**

Lars Petersen, Sales Manager, Sitecore DK

**SITECORE'S HIDDEN SECRETS - BEHIND THE VEIL**

Lars Nielsen, Vice President, Technical Marketing, Sitecore

**UNIFIED PAGE EDITOR**

Alexey Rusakov, Product Manager, Sitecore

12:30 - 13:30

LUNCH WITH REGIONAL LEADERS AND SALES TEAMS

13:30 - 14:30

**WINNING WITH THE NEW SITECORE ECOMMERCE MODULE**

Peter Laub, Vice President, Alliance Manager, Sitecore

**TECHNICAL DIVE INTO ONLINE MARKETING SUITE**

Kim Hornung, Product Architect, Sitecore

**DATA RETRIEVAL TECHNIQUES WITH SITECORE**

Alex de Groot, Solution Architect, Sitecore NL

14:45 - 15:45

**WINNING OVER MARKETING PROSPECTS**

Harry Van Rossum, Managing Director of Sitecore NL

**10 THINGS YOU DIDN'T KNOW YOU COULD DO WITH SITECORE**

John West, CTO, Sitecore US

**BUILDING MAINTAINABLE SITECORE SOLUTIONS AND TEAM DEVELOPMENT**

Thomas Eldblom, Pentia (DK) and Dan Galvez and Peter Madsen, Hedgehog (UK)

16:00 - 17:00

**SITECORE PARTNER PROGRAM ROUNDTABLE**

Thomas Andersen, Laust Sondergaard, Søren Bak Jepsen, Harry Van Rossum and Magnus Winterman

**USING LUCENE.NET WITH SITECORE**

Alex de Groot, Solution Architect, Sitecore NL

**INNOVATIVE BUSINESS SOLUTIONS WITH SITECORE**

Jimmy Ekbäck, inRiver (SE), Bertram Paaskesen, eVision (DK), Darwin Zins and Kevin Cooper, Insite Software (US) and Mads Eriksen, TARGIT (DK)

17:00 -18:00

PREDINNER DRINKS & ENTERTAINMENT

18:00 - 21:00

SITECORE DINNER - KONGESALEN

**Business Track**

**Technical Track A**

**Technical Track B**

8:00 - 9:00

**BREAKFAST**

9:00 - 10:00

**MANCHESTER CITY FC CASE STUDY**

Victoria Stansfield, Manchester City FC (UK)  
and Rob Oubridge, Aqueduct (UK)

**ADDING THE SITECORE FEATURE YOU ALWAYS WANTED**

Raul Jimenez, Product Support Manager, Sitecore UK

**EMAIL CAMPAIGN MANAGER**

Kerry Bellerose, Vice President of Product Management,  
Sitecore

10:15 - 11:15

**BEHIND THE SCENES AT SITECORE DEMAND GENERATION  
MARKETING-INITIATIVES AND ROI**

Paul Markun, Vice President of Marketing, Sitecore

**TECHNOLOGY INTERACT PANEL**

Moderator: Laust Sondergaard  
Panel: Lars Nielsen, Darren Guarnaccia, Kerry Bellerose,  
Michael Seifert

**WEB FORMS FOR MARKETERS**

Jeppe Grue, Product Manager, Sitecore

11:30 - 12:30

**POSITIONING AND WINNING WITH  
THE SITECORE INTRANET PORTAL**

Darren Guarnaccia, Vice President of Product Marketing,  
Sitecore

**MASSIVE - BACKEND GEMS  
IN THE NEXT MAJOR CMS RELEASE**

Dmitry Kostenko, Head of Product Development, Sitecore

**SITECORE ECOMMERCE MODULE**

Peter Laub, Vice President, Alliance Manager, Sitecore

12:30 - 13:30

**LUNCH WITH SITECORE PRODUCT MANAGEMENT AND MARKETING TEAMS**

13:30 - 14:00

**CONFERENCE CLOSING REMARKS - KONCERTSALEN**

14:15 - 15:15

**POST-CONFERENCE ANCILLARY MEETINGS, DEMOS AND TECHNICAL TRAINING - KONCERTSALEN**

12:30 - 15:15

**TECHNICAL SHOWCASE**