

## “U” are invited!

Please join us with our team in Sydney on Aug. 25

Unica's Inaugural APAC Regional User Group will be held on Tuesday, August 25, 2009 at the Hilton Hotel in Sydney. The day will be filled with guest speakers, opportunities to interact with Unica's executives and other local users.

This is a great opportunity for you to:

- Meet and network with other Unica users
- Hear how other Unica customers are using Unica's solutions
- Obtain information on new Campaign capabilities and functionality
- Address questions directly to Unica Executives, domain experts, and other Unica users
- Ensure maximum value from your Unica investment

## customer spotlight

See how Unica's solutions are making a difference at:

- Vodafone New Zealand | Campaign Management
- Insurance Australia Group Limited | Marketing Operations
- Singtel Telecommunications Limited | Real-Time Marketing

## registration

Registration is free for all Unica customers on maintenance, however pre-registration is required. Please note that space is limited and registration is on a first come, first serve basis.

To register for the User Group, or if you have any questions please respond to this note or e-mail [apac\\_rug@unica.com](mailto:apac_rug@unica.com). Alternatively, you may contact Liana Baptiste on +61 (0) 3 9674 0410.

## venue

The Hilton Sydney is located at 488 George St. If you need accommodation, Unica has negotiated a special rate. For details, please contact Liana Baptiste as listed above.

Lunch will be hosted at Luke Mangan's Glass Brasserie. Please let us know if a member of your party has special dietary requirements.

See you in Sydney!



## Special Guests

**Yuchun Lee**

President, Founder, and CEO

**Vineet Seth**

Director, Product Management

**Alan Bruce**

Unica Marketing Strategist

## Schedule of Events

08:00 - 08:30 Registration & Breakfast

08:30 - 09:00 Welcome

09:00 - 09:30 Strategic Update

09:30 - 10:30 Unica v8 Platform Intro

10:30 - 11:00 Morning Tea

11:00 - 12:00 Company Introductions

12:00 - 13:15 Exclusive Lunch @Glass

13:15 - 13:45 Version 8 Demonstration

13:50 - 14:20 Anna Horowitz, IAG

14:25 - 14:55 Andy Marsden, Vodafone NZ

15:00 - 15:25 Jesse Snow, Singtel

15:30 - 15:45 Afternoon Tea

15:45 - 16:15 Breakout Session

16:45 - 17:00 Closing

17:00 - Late Reception @Zeta Bar