



Deepening Brand Relationships

From Casual Acquaintance to #1 Fan

Panel Discussion

May 4, 2010

Welcome!

- **Our panelists today include:**

Kelly Hampton, Director of Brand Strategy at H-P

Bob Kennedy, Director of Global Advertising at McAfee

Heidi Melin, CMO at Polycom

Dan Nichols, VP of Marketing at RightNow Technologies

Ron May (moderator)

Evolution of Your Brand

