

Customer Relationship Management Special Interest Group

Meeting to be held on Thursday 4th October 2012

At Birmingham City University, Millennium Point,
Birmingham, B4 7XG

AGENDA



09:45	Registration & Coffee	All
10:15	Introduction & Welcome	Chris Horne SIG Chair
10:30	SAP CRM Functional overview and production demo 'Functional Overview of SAP CRM across Marketing / Sales & Service'	John Berry SAP
11:10	COFFEE & NETWORKING	All
11:40	New functionality across the footprint This will covers topic such as like RTOM, Web Channel, Mobile	John Berry SAP
12:20	User Group Update	TBC
12:45	LUNCH & NETWORKING	All
13:45	Birmingham City University Presentation <ul style="list-style-type: none">• How we use SAP CRM - a case study• Birmingham City Universities programme for SAP CRM Skills development	Ardavan Amini Birmingham City University
14:30	Open Discussion	All
15:15	Any Other Business & Close	All

Hosted by:



We reserve the right to change the agenda at any time

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