



**Crossing
the Chasm**

Atlanta – May 17-19, 2006

Cornerstone Conference

Agenda



*Wyndham Peachtree Conference Center
Peachtree City, Georgia*



Cornerstone Conference Agenda

Wednesday May 17, 2006	
8:30 A - 5:00 P	Registration
8:30 A – 1:30 P	Schedule a meeting with our Expert Travel Technology & Business Process Consultants
11:30 A – 1:30 P	Lunch
2:00 P - 5:30 P	Workshop 1 – The Cornerstone System: What is Possible & How to Make it Work?
6:00 P - 9:00 P	Welcome Reception – Las Vegas Night

Thursday May 18, 2006	
8:00 A – 9:00 A	Registration
7:00 A - 9:00 A	Continental Breakfast
9:00 A - 10:30 A	Workshop 2 – Results of the Cornerstone Customer Trends Survey
10:45 A - 11:45 A	General Session 1 – Its Not About Distribution, Its About Content
12:00 P - 1:30 P	Lunch
1:45 P - 2:30 P	Education Session 1 – Choose from one of the following: <ul style="list-style-type: none"> • iB1 - Creating Customer Centric Reports • QC1 - ResRules – Addressing Business Process Challenges • BP1 - How to Put it Together; Research, Shop, Buy, Assemble
2:45 P - 3:30 P	Education Session 2 – Choose from one of the following: <ul style="list-style-type: none"> • iB2 - What Else Do You Need to Know? • QC2 - Hosted vs. Housed • BP2 - How Companies Have Used Technology
3:45 P - 4:30 P	Education Session 3 – Choose from one of the following: <ul style="list-style-type: none"> • iB3 – It's Not What You Know, It's What You Do with What You Know • QC3 - How to Manage Exceptions • BP3 - Ask the Experts
4:45 P - 5:30 P	General Session 2 - Town Hall Meeting
7:00 P - 11:00 P	Dinner & Dancing

Friday May 19, 2006	
7:00 A – 9:00 A	Breakfast
9:30 A - 10:00 A	General Session 3 - The Cornerstone System – Crossing the Chasm
10:15 A - 11:00 A	General Session 4 – Travel Technology CEO Round Table
11:30 A	Closing Comments



GENERAL SESSIONS

1 It's Not About Distribution, Its About Content

For the past 18 months the GNEs (GDS New Entrants) have received significant coverage about their proposition to revolutionize the travel distribution model. The conversation has been about new supplier distribution methods, maybe the conversation should center around new ways for travel buyers to access content. While this may appear to be a fine line, this distinction might be what truly revolutionizes the travel distribution process. - Presenter: David Cerino, Chief Marketing Officer, Farelogix

#2 Town Hall Meeting

This is always the most popular session of the conference. In this very interactive setting you will have an opportunity to talk with Cornerstone management and product directors about what interests you the most. No need to pull punches. This is the time to let it all loose, get some answers and have fun! - Moderator: Alan Minton, Vice President of Marketing, Cornerstone

#3 Travel Technology CEO Round Table

It sounds crazy but it is true, we have invited the CEOs of TRX and GDSX to join with Mat Orrego in a never before event! Hear from Jon Farrier, Trip Davis and Mat Orrego on what has happened in the travel technology industry and what will be happening in the near future.- Moderator: Jay Campbell, Founder & Reporter, The Beat. Panelists: Jon Farrier, CEO, GDSX; Trip Davis, CEO, TRX; Mat Orrego, CEO, Cornerstone

#4 The Cornerstone System

Crossing the Chasm - We all have done it. Bought a great piece of technology with the best of intentions but as soon as we "get it out of the box" we are at a loss for what to do next. In this session you will learn from Cornerstone's senior consultants on how to create a seamless process for online automation through the use of Cornerstone technology which will lead to measurable bottom line results. Presenters: James Dargan and Annette Steinbraker, Senior Consultants, Cornerstone

WORKSHOPS

1 The Cornerstone System: What is Possible and How to Make it Work?

Bring your laptops and be prepared to work. This will be a highly interactive session that sets the tone for the conference. Understand what is possible today and learn from colleagues what they have accomplished. You will leave this session with ideas that can be immediately implemented and that will positively affect your company's bottom line. Discussion Leaders: Aaron Hosey, Annette Steinbraker and James Dargan, Senior Consultants, Cornerstone



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2 Results of the Cornerstone Customer Trends Survey

How will airline availability affect travel pricing? Will the GDS distribution model continue as is? What new technology will impact the travel industry the most? And much more. Receive an in-depth look at travel industry trends for 2006 and participate in an active discussion about the topics that you indicated matter the most. - Discussion Leader: Mat Orrego, President, Cornerstone

EDUCATION SESSIONS

Mid-Office Track

QC1 - ResRules- Addressing Business Process Challenges

Learn how to use ResRules to address some common, yet complex, business process challenges that are present in the making of a reservation. Additionally, receive guidance on how to implement 15 ResRules that will be made available to attendees of this session. Presenter: Annette Steinbraker, Cornerstone

QC2 - Hosted vs. Housed - What Option is Best for Your Business?

Uncover the advantages and disadvantages of both types of software implementation and determine what makes the most business sense for you and what delivers the most value to your customer. Presenter: Ron Childress and David Summitt, Cornerstone

QC3 - How to Manage Exceptions

As the saying goes to every rule there is an exception. This doesn't mean that you can't use technology to manage exceptions. On the contrary what better way to harness the power of technology than to apply ResRules to customer specific contract and policy issues. Presenter: Jim Ehinger, Cornerstone

Data Management Track

iB1 - Creating Customer Centric Report - Sound familiar?

"The report is not quite right. I need you to add this info, subtotal here, rearrange the columns and have it output into excel for these three people and a pdf for these three." In the session you will learn how to create the reports that exceed your customers expectations and make you look like a hero. Presenter: Beth Kyle and Amy Millar, Cornerstone

iB2 - What Else Do You Need to Know?

If all the important information was housed in the GDS this would be a short class. Today, however, people want information from various sources, (e.g. credit card, HR, risk management systems), to help them make better business decisions. In this class you will learn what type of data you can put into iBank as well as what type of information you can take out. Presenters: Tish Trimpe and Aaron Hosey, Cornerstone



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iB3 - It's Not What You Know; It's What You Do With What You Know

With travel data more readily accessible today the focus has now shifted to unlocking the value trapped in your data. Studies have shown that a 5% reduction in T&E can have the same bottom line impact as a 30% increase in sales. Meet three corporate travel professionals who have used travel data in creative and innovative ways to deliver measurable results. Discussion Leader: Mat Orrego, Cornerstone

Business & Process Track

BP1 - How to Put Together a Solution: Research, Shop, Buy, and Assemble

Before most people buy a product they determine what they need, where they can get it and how to use it. Buying technology should be no different. Learn how to identify your needs, select vendors and assemble and implement your technology solution. Presenters: Aaron Hosey and James Dargan, Cornerstone

BP2 - The Real Facts: How Companies Have Used Technology to Improve Process and Boost the Bottom Line.

A lot of marketing messages talk about ROI, measurable results, the ability to meet business objectives but where is the evidence to support these claims. Learn from three travel experts on how they have used technology to improve their business process and increase revenues. Presenter: James Dargan, Cornerstone

BP3 - Ask the Experts

This is a free flowing Q & A session where you have the chance to ask expert Cornerstone users how they do what they do. What works. What doesn't. No censorship, just the truth. Discussion Leaders: Aaron Hosey, Annette Steinbraker and James Dargan, Cornerstone