

STAGE DIRECTIONS	DIALOGUE
<p>As people enter they can hear the music, see the set. They are clear that they are entering a talk show environment.</p> <p>As they sit at the different tables in the room, the color poster at the table represents the team they will be a part of throughout the session for the quiz competitions.</p> <p>SUZY ENTER STAGE RIGHT</p>	<p>ANNOUNCEMENT BY SUZY</p> <p>Ladies and Gentlemen...Live from Las Vegas. Please give a huge welcome to your host – Dickie Dazzler!</p>
<p>DICKIE ENTER STAGE RIGHT</p> <p>PLAY DICKIE MUSIC CUE</p>	<p>DICKIE:</p> <p>Heeeellloooo Everybody! Welcome to Dickey Dazzler’s special show, “Leveraging Strategic Partners”. How is everyone?</p> <p>What a fantastic audience you are!</p>
	<p>DICKIE:</p> <p>We are here today to learn if you have what it takes to leverage our strategic partners in your marketing plans, activities and programs.</p> <p>...afterwards we’ll be conducting a mini-session on how to better leverage your mini-bar.</p> <p>Seriously though, statistics for March show that 78.5% of all email is spam. Isn’t that extraordinary.</p> <p>Well, Symantec leads the way in fighting spam and every other security threat out there. Why just last night a group of Symantec employees disrupted a performance of “Spamalot” over at the Wynn thinking it was the opening act</p>

<p>SUZY GETS CROWD TO APPLAUD</p>	<p>for a spammer’s convention. Way to go, guys – better safe than sorry, right?</p> <p>Then, after that, two of you tackled a guest in the lobby when you overheard him tell a friend that he was going to do some phishing. Well, he was on his way out to Lake Mead to do some real fishing. But your hearts were in the right place...</p> <p>Anyway, ever-vigilant, always on guard, that’s you.</p> <p>When you think about it, you all are doing a job that benefits so many millions of people all over the world. So we’re going to talk today about how you can reach and help even more people – through leveraging your strategic partners.</p> <p>Today on our show we have several guests who will help you understand how such marketers as yourselves can leverage Symantec’s strategic partners...pay close attention...there are 4 main points to take away from today’s session.</p>
<p>MUSIC CUE FOR TOP TEN LIST</p> <p>TOP TEN LIST WRITES ON TO SCREEN as DICKIE GOES THROUGH THEM PPT(Slide 2)</p>	<p>DICKIE But first my friends, it’s time for our Top Ten List.</p> <p>Today’s top Ten asks the question – Top ten reasons to Leverage Our Strategic Partners:</p> <p>Reason #10 – A great way to get more swag</p> <p>Reason #9 – LMFA....Oh, that’s an acronym for Learn More Fun Acronyms.</p> <p>Reason #8 – You’ll make Carine happy.</p> <p>Reason #7 – Good way to make new friends and work with one of the more fun teams at Symantec.</p> <p>Reason #6 – Number six reason to leverage strategic partners – more swag!</p> <p>Reason #5 - Sales will actually start responding to your emails.</p>

<p>SHOW JINGLE PLAYS  (APPLAUSE)</p>	<p>Reason #4 - Leveraging partners adds value for customers.</p> <p>Reason #3 - Number three reason to leverage strategic partners – expand your reach to new customers.</p> <p>Reason #2 – Strategic partners often throw wild “European-style” parties.</p> <p>Reason #1 And the number one reason to leverage our strategic partners? Help Symantec reach revenue goal of 7.2 billion dollars!</p>
	<p>DICKIE:</p> <p>We have a fantastic show for you today with a great lineup of guests.</p> <p>First we’ll have our candidates from the new HP party. Can their initiative really change the global agenda? They think so and so will you after you meet them..</p> <p>Second, the stars of the new box office hit, “The SUN Always Rises.” This inspiring drama has really taken the world by storm and shows signs of extending its clout into the upcoming awards season.</p> <p>Third, the 1992, record setting Olympic team that stunned the world with their team efforts, the...SI Olympic Gold Medal Hockey Team.</p> <p>And fourth, the group that just went platinum, the “Dell Rockstars” These rockers really know how to pump it up, and they’re going to share all of their rock and roll secrets with you.</p> <p>And finally we’re going to bring out a special friend of mine as our special guest at the end...</p>
	<p>DICKIE:</p> <p>Today’s show will also give you – our audience and fabulous marketers – the opportunity to show that you have what it takes to leverage our partners.</p> <p>We’ll be conducting quizzes along the way that make up</p>

<p>DICKIE SITS DOWN</p>	<p>our “Leveraging Strategic Partners Challenge.”</p> <p>This challenge will test your memory and intellect. At the end of today’s session we’ll award the top teams beautiful gold, silver and bronze medals that will make you the envy of all who see you. (just be warned that they are not accepted as legal tender in the hotel casino).</p> <p>Pay close attention to everything you hear today, because at the end of the show there will be a special prize awarded to the audience member who shows the most enthusiasm and who best summarizes the four key points in today’s show.</p> <p>So don’t be shy birds and blokes – yell out your answers and you could win big!</p>
<p>SUZY JINGLE PLAYS</p> <p>SUZY RUNS OUT</p>	<p>DICKIE: Perhaps you’ve noticed this beautiful woman up here on stage. Ladies and Gentleman, helping me throughout today’s show, please give a round of applause to Suzy.</p> <p>DICKIE and SUZY have a brief exchange.</p> <p>DICKIE: Suzy, why don’t you get things going?</p>
<p>ENTRANCE JINGLE</p> <p>Paul Taylor and Tom Hale come onstage</p> <p>Suzy encourages the crowd to applause</p>	<p>SUZY: Thanks, Dickie. You won’t see these candidates running any attack adds. They’re good people who work their tushes off for every vote they get.</p> <p>From HP – the newest political party, Please welcome Symantec’s very own, candidates Paul Taylor of the Symantec Global Partner Marketing Team and Tom Hale, Principal Global Partner Manager for HP!</p>
	<p>DICKIE: Wow! Thanks for being with us – there certainly is a lot of excitement around your candidacy. To think that the party</p>

	<p>you represent started out in a small garage in Palo Alto, California, and now the movement is here, even within Symantec. You are helping to lead one of the biggest grass roots movements in the world!</p> <p>PAUL</p> <ul style="list-style-type: none"><li>- Define HP market presence (past growth)</li><li>- Additional basic stats (revenue, customers, vars)</li></ul> <p>TOM</p> <ul style="list-style-type: none"><li>- Percentage of SYMC revenue through HP</li></ul> <p>DICKIE:</p> <p>Now we know that there are a number of partners that have joint initiatives with Symantec, but let's highlight some of your initiatives with HP.</p> <p>I wanted to start out by asking you, Paul from a marketing perspective, as far as leveraging partners what makes HP and Symantec such a great ticket?</p> <p>PAUL:</p> <ul style="list-style-type: none"><li>- HP/SYMANTEC PARTNERSHIP (REVENUE, CHANNEL FOCUS, ETC)</li><li>- MENTION The FACT THAT HP AND SYMANTEC HAVE JOINT MARKETING INITIATIVES (VPRO and COMPLIANCE)</li></ul>
	<p>DICKIE:</p> <p>Tom, you're looking at all this from a sales perspective. Tell me some of the key players of the HP party.</p> <p>TOM:</p> <ul style="list-style-type: none"><li>- HP Divisions</li></ul> <p>GSPS + GLOBAL PARTNER MARKETING= Interacting with HP</p> <p>DICKIE:</p> <p>If you can attach your products to one of the largest hardware vendors in the world, that's always a good thing, right?</p>

	<p>BOTH AD LIB AGREEMENT.</p> <p>PAUL: HP hardware sales stats</p>
	<p>DICKIE: That's fabulous, Tom! Now a question for both of you - What initiatives are HP focusing on that will help Symantec win? You mentioned V-PRO as well as HP Compliance. Tell me a little bit more.</p> <p>PAUL TALK ABOUT VPRO FOR 60 SECONDS.</p> <p>TOM TALK ABOUT COMPLIANCE FOR 60 SECONDS.</p>
	<p>DICKIE: Really excellent! Why should the audience focus on compliance with HP?</p> <p>TOM AND PAUL: - SPEAK ABOUT COMPLIANCE CUSTOMER WIN - CUSTOMER CHALLENGE: APPROACH TO SOLVING THE PROBLEM, HP + SYMC APPROACH, TIME TO DEPLOY, SOLUTION BENEFITS, \$\$\$ TO SYMC, HOW THE DEAL WENT FROM \$1m TO \$10m</p>
	<p>DICKIE: That's really marvelous. Now, Paul -- how should our audience get involved? I'm sure they'd like to know.</p> <p>PAUL: - TALK ABOUT HOW MARKETING CAN GET INVOLVED IN HP - Building the infrastructure &amp; business - Remind the audience about MAIN POINT 1: look for opportunities to promote the joint initiatives we have with partners (all partners).</p>
	<p>DICKIE: Well, Tom and Paul, you're certainly going to be receiving</p>



	<p>Question #4 If you think you have an opportunity to involve HP and one of its initiatives into your marketing plans or activities...who is the best person to speak with? A) Paul Taylor, B) Enrique Saalem or C) Kristen Saunders?</p> <p>A: Paul Taylor</p> <p>Question #5 How many approved acronyms are in use at Symantec?</p> <p>A: 356</p> <p>Question #6 Who played a bumbling president Gerald Ford on Saturday Night Live?</p> <p>A: Chevy Chase</p> <p>Question #7 What does HP CM stand for? A) HP Customer Management B) H..P...Chaps C) HP Client Manager D) Happy People</p> <p>A: C) HP Client Manager</p> <p>Question #8 Rounded off to the nearest thousand, how many employees does Symantec have?</p> <p>A: 17,000</p> <p>Question #9 How many joint channel partners do HP and SYMC share? A) 100 B) 500 C) 5,000 D) 50,000+</p> <p>A: D</p> <p>Question #10</p>
--	--



	<p>Vent Cerf is a malicious virus or one of the Fathers of the Internet?</p> <p>A: One of the Fathers of the Internet.</p>
	<p>DICKIE:          Very good everybody! I was told that this audience would most likely be very bright but you have far surpassed my expectations. Theories say that humans use only 10 percent of our brains but I can see that all of you are using at least 15% or even 20%. Amazing!</p> <p>Alright, Suzy, let's introduce our next guests.</p>
<p>INTRO MUSIC</p> <p>Caroline Garrett and Alexis Penchant walk out and are greeted by Dickie.</p> <p>ENTRANCE MUSIC</p>	<p>SUZY:          Very good, Dickie. Our next guests are the super sexy leads in the newest hit movie from Symantec and Sun Microsystems – “The Sun Always Rises.” Stars of the silver screen -- Caroline Garrett of the EMEA Partner Marketing team and Alexis Peuchant Sun Alliance Manager in France</p>
	<p>DICKIE:          Wow, Caroline and Alexis, how are you? This new movie “The Sun Always Rises” is getting quite a bit of attention! Symantec can be successful with partners who some might have considered competitors. I have heard it is fantastic. Why don't you tell us a bit more about it?</p> <p>CAROLINE:          - Well, first of all we work together with a lot of partners (mention some) but...          - Face it, we are in high-tech - we compete with everyone          - At the same time, there are substantial revenue opportunities we can take advantage of with each of these partners.</p>

	<p>ALEXIS: Caroline is right, these partners can bring us a lot of value if we can work with them appropriately.</p> <p>Working with partners also provides:</p> <ul style="list-style-type: none"><li>- access to new customers</li><li>- scalability in the market</li><li>- Other benefits</li></ul> <p>DICKIE I see, so with many of these partners it is just finding out where the synergies are and focusing on those.</p> <p>So, before we talk about Sun...</p>
	<p>DICKIE: Caroline, what is your role in this movie?</p> <p>CAROLINE:</p> <ul style="list-style-type: none"><li>- Support partner marketing in EMEA – one of the key partners I work with is SUN</li><li>- Work jointly with the partner and our sales team and field marketing to drive best practices, joint messaging, revenue opportunities</li><li>- So even though some could say we compete with Sun the greater message of the movie is that we are working effectively with them to generate revenue.</li></ul>
	<p>DICKIE: Interesting! And Alexis, what about you, what's your role?</p> <p>ALEXIS:</p> <ul style="list-style-type: none"><li>- Support partner sales with Sun in France</li><li>- As Caroline and others that manage the partnership determine where we can align with SUN. I am ready to engage with Sun at the field level.</li><li>- I work with marketing (field marketing, partner marketing) to effectively work with SUN</li></ul> <p>DICKIE - Now the partner involved in this story is SUN</p>

	<p>Microsystems. What can you tell us about SUN?</p> <p>CAROLINE</p> <ul style="list-style-type: none"> <li>- Quickfacts about SUN (especially the fact that revenue on the Solaris platform in FY 07 was 500 million USD)</li> </ul> <p>ALEXIS</p> <ul style="list-style-type: none"> <li>- Quick facts about SUN in France</li> </ul>
	<p>DICKIE:</p> <p>Fascinating. Now, the setting of your amazing story begins in France. As the plot develops, there was evidently a potential conflict with Sun's ZFS Solution. Not only is any conflict avoided but you were able to drive additional revenue with Sun? Tell me, how did this work? What happened?</p> <p>CAROLINE:</p> <ul style="list-style-type: none"> <li>- Address what might have been considered a conflict</li> <li>- An area of alignment was found</li> <li>- We began to work on this within each region like France with Alexis.</li> </ul> <p>ALEXIS</p> <ul style="list-style-type: none"> <li>- I was able to work with Caroline and others to....</li> <li>- Details of engagements with SUN</li> <li>- Results of Sun/Symantec engagement (specific revenue numbers)</li> </ul> <p>CAROLINE</p> <ul style="list-style-type: none"> <li>- So, in the end, we at Symantec are able to generate a much higher amount of revenue because of the way we worked with SUN</li> </ul>
	<p>DICKIE:</p> <p>Now this movie is showing today...if our audience wants to learn more about "The Sun Always Rises" and other partnerships and how we have aligned with them. Where should they go?</p> <p>CAROLINE:</p> <ul style="list-style-type: none"> <li>- Remind the audience of MAIN POINT 2: at Symantec we can work successfully with partners in co-opitive environments.</li> </ul>

<p>PPT(Slide 4)</p> <p>Caroline Garrett and Alexis Peuchant exit.</p> <p>EXIT MUSIC</p>	<p>- Work with the Global Partner Marketing contact for the partner you are interested in. You never know what the opportunity will be for your region.</p> <p>DICKIE: Wow, what a great story -- that Symantec can generate more revenue in a place that you never thought would be possible! So, just to recap...</p> <p>CAROLINE GIVES BRIEF RECAP</p> <p>DICKIE: Well this is a movie that I am going to run out and see – one-time adversaries become partners and together go on to greater glory!</p> <p>Thank you so much for coming in. Let’s hear it for Caroline and Alexis.</p>
<p>CHALLENGE JINGLE</p>	<p>DICKIE: Alright – really fantastic. Now, it’s time for our second quiz of the challenge. Put on your thinking hats, ladies and gents...</p>
	<p>Question #1 Actor Nicolas Cage changed his surname in order to disassociate himself from his famous uncle? What was his original surname?</p> <p>A: Coppola (Uncle Francis Ford Coppola)</p> <p>Question #2 What recent popular ensemble cast movie is set in Las Vegas?</p> <p>A: Oceans 11, Oceans 12, Oceans 13</p> <p>Question #3 According to our guests, what was the Sun solution that they were able to jointly sell with SUN?</p> <p>A: Sun ZSF solution</p>

	<p>Question #4 There are how many weddings in Las Vegas every day? 200, 315, 623,</p> <p>A: 315</p> <p>Question #5 According to today's guests, how much revenue was this joint focus able to bring to Symantec?</p> <p>A:?</p> <p>Question #6 The movie "Bugsy," was partly set in Las Vegas. What two stars met on the set and fell for each other?</p> <p>A: Annette Benning and Warren Beatty</p> <p>Question #7 Name three members of Las Vegas' original Rat pack.</p> <p>A: Frank Sinatra, Sammy Davis, Jr. Joey Bishop, Dean Martin, Peter Lawford</p> <p>Question #8 Symantec has a partnership with Microsoft, however shaky it might be? True or False</p> <p>A: True</p> <p>Question #9 This famous French movie director played a scientist in Steven Spielberg's "Close Encounters of the Third Kind."</p> <p>A: François Truffaut</p> <p>Question #10 In FY07 approximately how much was sold on the Solaris platform? A) 200 million B) 345 million C) 500 million C)600 million</p> <p>A: C</p>
--	--

	<p>DICKIE:          Alright, it's clear that we have some Mensa members in this audience. Would all the Mensa members please raise their hands?</p> <p>As I thought! They're probably still in the bar.          Let's get an update on our scores...where are we at Suzy?</p> <p>SUZY:          STATES THE SCORES</p> <p>DICKIE: Suzy, this competition is really heating up!</p> <p>DICKIE RESTATES THE FIRST TWO POINTS          REMINDS AUDIENCE OF SPECIAL PRIZE AT END</p> <p>DICKIE:          Alright, let's bring out our next guests.</p>
<p>Keith Mozena,          John Norcorss,          Michelle Ellington,          and Tom Colombo          come out on stage.</p> <p>ENTRANCE MUSIC</p>	<p>SUZY:          Great Dickie! Next we are going to meet some amazing members of our System Integrators team. They never gave up on their dreams of Olympic Gold and that really paid off - all are members of the 1992 System Integrators gold medal hockey team.</p> <p>Please give a big Symantec welcome to Keith Mozena, John Norcorss, Michelle Ellington, and Tom Colombo.</p>
<p>ENTRY MUSIC</p>	<p>DICKIE:          Wow, you're the SI gold medal hockey team. Must be wonderful for you all to be together again. Tell us a little bit about your team. Who does what?</p> <p>KEITH:          STATES POSITION AND RESPONSIBILITIES</p> <p>JOHN          STATES POSITION AND RESPONSIBILITIES</p> <p>MICHELLE          STATES POSITION &amp; RESPONSIBILITY</p> <p>TOM</p>

	STATES POSITION & RESPONSIBILITY
	<p>DICKIE: Well done – it sounds like you chaps are working together as a team from both the sales and marketing side to get this done.</p> <p>KEITH:</p> <ul style="list-style-type: none"> <li>- WE HAVE MANY RELATIONSHIPS WITH SIs THAT ARE DIFFERENT FROM ONE ANOTHER.</li> <li>- WE WORK WITH MANY DIFFERENT GROUPS; DIFFERENT PEOPLE</li> <li>- IMPORTANT TO HAVE SALES &amp; MARKETING INTERLOCK</li> </ul>
	<p>DICKIE: So tell me -- what have you learned about teamwork from your triumphant Olympic bid? What does successful partnering require?</p> <p>MICHELLE:</p> <ul style="list-style-type: none"> <li>- SUPPORT FROM REGION SALES MANAGEMENT FROM BOTH THE PARTNER AND SYMANTEC</li> <li>- TRUST</li> </ul> <p>TOM:</p> <ul style="list-style-type: none"> <li>- SHARING LEADS ON ACCOUNTS WHEN NECESSARY</li> <li>- OPEN DISCUSSION AGREEMENT ON SUCCESS METRICS</li> </ul>
	<p>DICKIE: I imagine that teamwork is a big part of every sport, but why is it especially critical when you're trying to work with SIs?</p> <p>JOHN:</p> <ul style="list-style-type: none"> <li>- AS PARTNERS WE EXTEND REACH AND DEPTH OF CLIENT RELATIONSHIP/INCREASE OPPORTUNITIES</li> <li>- IF WE CAN HELP SIs BE SUCCESSFUL, THEY WILL HELP US BE SUCCESSFUL, WHICH MEANS WE'RE BOTH MAKING MORE MONEY</li> </ul>

	<p>DICKIE: Making more money – that sounds delightful. Can you give us an example of that?</p> <p>TOM:  <ul style="list-style-type: none"> <li>- EXAMPLE OF WHERE THEY TEAMED WITH SI TO CREATE MORE MONEY -- ACCENTURE ROI</li> </ul> </p>
	<p>DICKIE: That is absolutely fascinating! I can really see how teaming with our partners and working with SIs creates wins for Symantec. It's victories like that that led to your gold medal.</p> <p>Now, what value can SIs such as Accenture, IBM Global Services and CSC add to our marketing activities?</p>
	<p>MICHELLE: They contribute so much:</p> <ul style="list-style-type: none"> <li>- GLOBAL BRAND RECOGNITION</li> <li>- CREDIBILITY AND VENDOR NEUTRAL EXPERTISE</li> <li>- INFLUENCE THEIR OWN VERY LOYAL CLIENTS</li> <li>- ENGAGEMENT AT EXECUTIVE LEVELS WITHIN GLOBAL 2000 ACCOUNTS</li> </ul>
	<p>JOHN:  <ul style="list-style-type: none"> <li>- WE GAIN SO MUCH BY WORKING WITH SIs:</li> <li>- ENGAGE LARGE CLIENTS</li> <li>- JOIN W/ PARTNER'S CLIENTS TO ACCELERATE TRANSACTIONS</li> <li>- BROADEN ACCOUNT FOOTPRINTS &amp; INCREASE OPPORTUNITIES TO UPSELL</li> </ul> </p>
	<p>DICKIE: Simply amazing! So now -- what can our audience do to get in the game?</p> <p>KEITH: Remind the audience of MAIN POINT 3 – YOU CAN TEAM WITH OUR PARTNERS AND THE TEAMS THAT</p>





	<p>A: 50 meters</p> <p>Question #5 Name one of the primary benefits of working with SI's mentioned in today's guest presentation?</p> <p>A: from the presentation</p> <ul style="list-style-type: none"><li>- ENGAGEMENT W/T LARGE CLIENTS</li><li>- JOIN W/ PARTNER'S CLIENTS TO ACCELERATE TRANSACTIONS</li><li>- BROADEN ACCOUNT FOOTPRINTS &amp; INCREASE OPPORTUNITIES TO UPSELL</li></ul> <p>QUESTION #6 Which company invented the floppy disk?</p> <p>A: IBM in 1971</p> <p>QUESTION #7 If you had a beard, you would not be allowed to compete in the Olympics at what sport?</p> <p>A: Boxing.</p> <p>QUESTION #8 How much did the revenue increase when X team worked with CSC?</p> <p>A: X</p> <p>QUESTION #9 In which Olympic sport are all events open to both men and women?</p> <p>A: Horse riding</p> <p>QUESTION #10 What did the guests say is the best way to get involved from a marketing perspective?</p> <p>A: Contact the Global Partner Marketing team</p>
	<p>DICKIE:</p>

	<p>Alright – very good! You all totally rock! Which is quite a good intro for our next guests, actually.</p>
<p>Mickey Coombs, Rex White, Jeff Lauer, and Lynn Hausner walk out on stage to huge APPLAUSE.</p> <p>INTRO MUSIC</p>	<p>DICKIE: Next up we're lucky enough to have one of the greatest rock bands in the world with us, the "Dell Rockstars!" The entire group is here to talk about the launch of their latest album, "Rockin' With Dell" which is sure to be their biggest release yet.</p> <p>Ladies and gentlemen, a big welcome for Mickey, Kara Jeff, Lynn and Greg!</p>
	<p>DICKIE: Welcome to all of you! Now Mickey, why don't you start us out...Tell us what you do, and why it is so important to work with Dell.</p> <p>MICKEY - Like the other guests have said today - There are so many ways to get involved with all of our partners...everyone out there should really get involved - talks about her role and title. (agent) - Make sure this group has everything they need to promote Dell wherever they are.</p>
	<p>DICKIE: Alright, let's move on to you, Jeff Lauer. You're the lead singer sales rep who is the best at knowing how to take advantage of the Dell relationship at the field level. Tell us why this audience should, "Rock With Dell" in their marketing activities, events and programs?</p> <p>JEFF: Well Dickie, it's simple. If you're in marketing, no matter if you support the channel, the sales teams or have some other marketing function, Team Dell is where it's at. Dell is the song I sing the most...I am successful because I'm out there working with the Dell sales reps...getting them to promote the Symantec products. And when I do that, I rock my quota.</p>
	<p>DICKIE: So on to our backup singer, Lynn Hausner...tell us why you love being a part of Team Dell?</p>

	<p>(Europe version use “backing” singer)</p> <p>LYNN HAUSNER: Well Dickie, I’m with the NAM field marketing team and focus on the Northeast...and I love team Dell because my lead singers, my sales reps ...they love working with Dell. If I want to do Dell event in my area, I can go to Team Dell and work the event jointly with them. They have the funds there...and as long as we’re out promoting Dell, they’ll support us.</p>
	<p>DICKIE: So guys and gals in the band...can you give me some examples of the marketing activities you’ve done with Dell?</p> <p>JEFF:  <ul style="list-style-type: none"> <li>- DISCUSS GREAT RELATIONSHIPS WITH DELL REPS</li> <li>- SALES CONTESTS AND REWARDS</li> </ul> </p>
	<p>LYNN:  <ul style="list-style-type: none"> <li>- LOTS OF WAYS TO WORK WITH DELL</li> <li>- EVENTS WHERE THEY MEET DELL CUSTOMERS</li> </ul> <p>GREG:  <ul style="list-style-type: none"> <li>- MORE ON WHAT HE DOES...LIKE LYNN</li> </ul> </p> </p>
	<p>DICKIE: As a band, what’s your number one focus right now?</p> <p>MICKEY: The most important effort we have right now is “rep-to-rep engagement. Getting Dell engagement in the minds of our sales reps. Rep-rep engagement is key for us to be successful. Sometimes in our company we have a tendency to rely solely on our brand...the partnerships and alliances we have with partners like Dell can take us to a new level. You need to be listening to this band!</p>
	<p>KARA The big thing is...no matter whom you are working with, whether it’s a channel partner or a sales team...think of</p>



	<p>QUESTION #3 From where did Michael Dell sell his first computers?</p> <p>A: Out of his college dorm room.</p> <p>QUESTION #4 Who is Symantec's #1 Channel Partner in sales?</p> <p>A: Dell</p> <p>QUESTION #5 Carly Simon's hit song, "You're so Vain," is about whom?</p> <p>A: Mick Jagger</p> <p>QUESTION #6 From our guests, the Dell Rockstars, what is the most important and current effort the Dell partnership is making?</p> <p>A. rep-to-rep engagement</p> <p>QUESTION #7 Field Marketing and Channel Marketing can work with the global partner marketing team to create events in their areas? True or False</p> <p>A: True</p> <p>QUESTION #8 What is Dell's 2<sup>nd</sup> largest software title in sales...2<sup>nd</sup> only to Microsoft?</p> <p>A: Dell</p> <p>QUESTION #9 UCLA basketball player, Kevin Love's uncle is a member of this famous California band.</p> <p>A: The Beach Boys (Mike Love)</p>
--	---

	<p>QUESTION #10                  All of the Dell-branded management tools like Dell Client Manager, are really Altiris “under the hood.” True or False</p> <p>A: True</p>
<p>Toni Adams comes out onstage and sits with Dickie.</p>	<p>DICKIE:                  Alright, that’s peachy -- once again you’ve showed your superior mental agility!</p> <p>Now, while Suzy is tabulating the results of the four rounds of quizzes, we’re going to bring on our last guest. And “Last but not Least” certainly applies here.</p> <p>Ladies and Gentlemen, please give a big welcome to your Sr. Director of Global Partner Marketing, TONI ADAMS!</p>
<p>PPT (Slide 7)</p>	<p>DICKIE:                  Welcome Toni! We sure have learned a lot today about why it’s so important to leverage strategic partners. Could you just sort of wrap it all up for us?</p> <p>TONI:                  DELIVERS ENDING MESSAGE – MARKETING CAN LEVERAGE PARTNERS IN 4 PRIMARY WAYS TO REACH OUR GOAL OF 7.2 BILLON:</p> <ul style="list-style-type: none"> <li>- Learn more about partner joint-initiatives(campaigns)</li> <li>- Understand we can work successfully with partners in co-opitive environments</li> <li>- Work with GPM to Team with these partners</li> <li>- Engage partners in marketing activities, events and programs</li> </ul> <p>DICKIE:                  That’s wonderful, Toni. Oh, And I believe there is a giveaway that our audience needs to know about.</p> <p>TONI:</p> <ul style="list-style-type: none"> <li>- ANNOUNCES FLASH DRIVE WITH PDF GUIDE TO ALL THEIR PARTNERS</li> <li>- YOU CAN PICK IT UP ON YOUR WAY OUT</li> </ul>

<p>Suzy leads APPLAUSE</p>	<p>DICKIE: That is smashing, Toni. As long as you're up here, could you help me conduct our final round of our challenge, which is simply called the "DICKIE ROUND."</p> <p>Once again, if you know the answer – SHOUT IT OUT – DICKIE!!</p> <p>Now Toni, evidently the global partner marketing team is going to make the DICKIE round even more exciting. Why don't you tell us about it?</p> <p>TONI: Yes, the final question in the Dickie round will be a bonus question. Whoever gets chosen and gives the correct answer will win a new laptop from Dell!</p> <p>DICKIE: WOW!!!</p> <p>TONI: Should be exciting!</p>
<p>BIG MUSIC</p>	<p>DICKIE CONDUCTS "DICKIE ROUND"</p> <p>SPECIAL LAPTOP QUESTION: Name the four ways marketing can leverage strategic partners in trying to reach our goal of 7.2 b:</p> <ol style="list-style-type: none"> <li>1. Promote Partner Joint Initiatives</li> <li>2. Work successfully with Partners in Co-opitive environments</li> <li>3. Teaming with Partners and the teams that support them</li> <li>4. Include partners in marketing activities and programs.</li> </ol> <p>MANY PEOPLE RAISE THEIR HANDS. DICKIE WADES INTO AUDIENCE TO PICK CONTESTANT</p> <p>CONTESTANT ANSWERS QUESTION COMES UP ONSTAGE TO RECEIVE LAPTOP</p>
	<p>DICKIE:</p>



<p>Winning teams are called onto stage and they receive their medals</p> <p>DICKIE, SUZY, and TONI AWARD MEDALS</p> <p>PLAY FANFARE MUSIC</p>	<p>Well done! Well done!</p> <p>Now, it looks like Suzy has finished tabulating the overall results of the Leveraging Partners Challenge. Yes, I believe that she has our winners!</p> <p>DICKIE</p> <ul style="list-style-type: none"> <li>- Announces for winners to come up and receive awards</li> <li>- Gold to the center front of stage, silver to right, bronze to left</li> </ul> <p>DICKIE ANNOUNCES WINNERS – ONE BY ONE, WINNING TEAMS COME UP ON STAGE AND RECEIVE THEIR MEDALS.</p>
<p>MUSIC UP</p> <p>Dickie, Suzy, and Toni wave goodbye before exiting.</p>	<p>DICKIE: What a thrill this has been for me to be your Host. I wouldn't have missed this for the world. Thank you everybody for participating today.</p> <p>TONI: Thank you, Dickie – Smashing job by the way! And thank you everybody for attending.</p> <p>DICKIE: From Toni, the partner marketing team, our guests, Suzy and myself, thank you for being a part of the Leveraging Partners Show!</p> <p>SUSY: Bye, bye!</p>