

**FOR IMMEDIATE RELEASE**

**Point of Reference Customers to Speak at  
2007 Annual Customer Reference Forum**

**April 16, 2007** – Point of Reference, a founding sponsor of the customer reference community's most high profile educational and network event, The Customer Reference Forum, will sponsor the Berkeley, California event set for April 23-25, 2007.

“This is the best couple days of the year for us, because we see so many of our own customers, and hear the latest challenges from a wide array of technology companies that attend. This year should be no different,” said David Sroka, President of Point of Reference.

Many Point of Reference clients are featured speakers at this year's event. Each speaker is chosen for their program's accomplishments in a particular area of competency, and is vetted by The Customer Reference Forum advisory board for audience applicability and topic appeal.

Point of Reference clients will be presenting on the topics of the fundamentals of starting a new customer reference program, program success metrics, holistic reference program strategies and leveraging recorded reference content this year. For a complete event agenda go to <http://www.customerreferenceforum.com>.

**About Point of Reference**

Point of Reference provides a full complement of customer reference program services to organizations determined to cultivate and capitalize on high value customer relationships. Primary business lines include a hosted reference management software solution, and recorded content development services based on a well-honed interview methodology. With Point of Reference, clients can finally orchestrate coordinated customer reference activities, inject references into sales and marketing opportunities with less time and hassle, and build a library of 24/7 available customer references to end burn-out. For more information visit: [www.point-of-reference.com](http://www.point-of-reference.com).

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