

## CCA's 2018 Annual Convention

October 1 – 3, 2018

### Omni Orlando Resort at ChampionsGate

*Draft as of June 29, 2018. Schedule is subject to change.*

#### Monday, October 1

8:00am – 11:00am Catch of the Day – CCA's Bass Fishing Tournament

Join fellow attendees for a Bass Fishing Tournament! Anglers will fish the beautiful lakes around the Omni ChampionsGate property by kayak and on-shore. The lakes are filled with citation-sized bass, with last year's largest catch weighing in at 12 lbs! Guides will be on-hand to provide instructions and will record each catch to determine the winners. All are welcome – from beginners to avid fishermen and women – for what we think is the absolute the best way to start the show – hook, line and sinker. Price includes breakfast, rods, equipment and guide instruction.

12:00pm – 6:00pm Registration Open

**Location:** *Registration, National Ballroom Prefunction, Lower Level*

12:00pm – 5:30pm CCA's Annual Golf Tournament and Reception

*Sponsored by Interop Technologies, Nokia, Transaction Network Services*

2:00pm – 4:00pm Designing a Complete Experience

*Produced by Gensler*

**Location:** *Conference Center*

Join this workshop to hear about retail store trends and best practices from one of the leading architectural, design and planning firms. more information coming soon!"

*Additional fee of \$99 as an add-on to CCA 2018 registration.*

*Registration ONLY without CCA 2018 registration is \$149.*

3:00pm – 6:00pm Exhibitor Move - In

**Location:** *Osceola Ballroom, Conference Center*

6:00pm – 8:00pm Welcome Reception

*Sponsored in part by: Transaction Network Services*

**Location:** *Grand Salon, Conference Center*

#### Tuesday, October 2

7:30am - 6:30pm Registration Open

**Location:** *Registration, National Ballroom Prefunction, Lower Level*

7:30am – 11:30am Exhibitor Move - In

**Location:** *Osceola Ballroom, Conference Center*

8:00am – 9:30am **FierceWireless Executive Breakfast: Getting Ready for the Millimeter Wave**

*Sponsored by: T-Mobile*

**Location:** National Ballroom A, Lower Level

The mainstream wireless industry is rushing into a bold and brand-new frontier: the millimeter wave. Although companies for decades have dabbled in spectrum above 20 GHz – licenses generally dubbed the millimeter-wave bands – those frequencies have suddenly risen to the forefront of the industry on the back of 5G. Indeed, a driving force in the development of the initial 5G standards was a desire to use millimeter-wave spectrum bands for super high-speed, high-bandwidth applications.

And now, as the FCC gears up to kickstart its first-ever auction of millimeter-wave spectrum, it's time to assess the future of the millimeter-wave swell. How might the upcoming auctions play out, and what kinds of prices should bidders expect? What kinds of deployment strategies might millimeter-wave carriers engage in? And perhaps most importantly, what revenue-generating services can millimeter-wave transmissions support?

This Fierce event will tackle these questions and more.

**Mike Dano**, Editor-in-Chief, FierceWireless – moderator

9:45am – 10:30am CCA Annual Meeting

**Location:** National Ballroom A, Lower Level

10:45am – 11:30am Sponsored Seminar 1

**Location:** St. Cloud, Conference Center

10:45am – 11:30am Sponsored Seminars 2

*Seminar Content Sponsored by: SiteTracker, Inc.*

**Location:** Celebration, Conference Center

10:45am – 11:30am Sponsored Seminars 3

*Seminar Content Sponsored by: Netnumber*

**Location:** Harmony, Conference Center

11:45am – 1:00pm **Keynote Luncheon**

*Sponsored by: Sprint*

12:00pm – 12:15pm **Keynote Remarks by FCC Commissioner Brendan Carr**

12:15pm – 1:00pm **Keynote Luncheon Seminar: The Evolution & Revolution of a New Mobile Era; IMS and VoLTE**

**Location:** National Ballroom A, Lower Level

Network evolution has become unprecedented in its complexity and a great challenge to carriers and business transformation. In this keynote panel, industry leaders will share how best to decide on future network investments and capitalize with new offerings. Topics covered may include: coordinating among

strategies of various networks, expected engineering challenges and resources, new security issues, rising consumer expectations, device lifecycle and readiness, 5G and IoT, data analytics, and managing organizational convergence.

1:00pm – 3:00pm Carrier CFO Meeting

**Location:** Heritage A, Conference Center

*This meeting is for CCA carrier members only and is open to CFOs or individuals that manage a carrier's finances.*

1:15pm – 2:00pm Sponsored Seminar 4

*Seminar Content Sponsored by: Ericsson*

**Location:** St. Cloud, Conference Center

1:15pm – 2:00pm Sponsored Seminars 5

*Seminar Content Sponsored by: Syniverse*

**Location:** Celebration, Conference Center

1:15pm – 2:00pm Sponsored Seminars 6

**Location:** Harmony, Conference Center

1:45pm – 2:00pm Associate Member Meeting

**Location:** Osceola Ballroom, Conference Center

2:00pm – 3:00pm Business Innovation Group (BIG) Meeting

**Location:** Lanier A, Conference Center

*This meeting is open to CCA carrier members only.*

2:00pm – 6:30pm Exhibit Hall Open

**Location:** Osceola Ballroom, Conference Center

3:00pm – 4:30pm Carrier CMO Meeting

**Location:** Partin, Conference Center

*This meeting is for CCA carrier members only and is intended for marketing executives, directors and manager.*

3:30pm – 4:15pm Sponsored Seminar 7

**Location:** St. Cloud, Conference Center

3:30pm – 4:15pm Sponsored Seminars 8

**Location:** Celebration, Conference Center

3:30pm – 4:15pm Sponsored Seminars 9

**Location:** Harmony, Conference Center

4:30pm – 6:30pm Exhibit Hall Happy Hour  
*Sponsored by Interop Technologies*  
**Location:** Osceola Ballroom, Conference Center

### **Wednesday, October 3**

7:30am – 6:00pm Registration Open  
**Location:** Registration, National Ballroom Prefunction, Lower Level

8:00am – 8:30am Hot Breakfast  
**Location:** National Ballroom A, Lower Level

8:30am – 10:00am **Keynotes and Annual Achievement Awards Presentation**  
**Location:** National Ballroom A, Lower Level

8:40am – 9:00am **Keynote Remarks by Sharon Lessard, Firmwide Retail Practice Area Leader, Senior Associate, Gensler**  
**Location:** National Ballroom A, Lower Level

9:00am – 9:45am **CEO Roundtable Keynote Panel**  
**Location:** National Ballroom A, Lower Level  
*Mike Dano, Editor-in-Chief, FierceWireless – moderator*  
*Ron Smith, President, Bluegrass Cellular*  
*Patrick Riordan, Chief Strategy Officer, Nsight*

10:15am – 11:05am Session 101 (Technology and Trends Track): **CTO Roundtable**  
**Location:** Celebration, Conference Center

What are the challenges that CTOs face every day? Get inside the minds of today's technology leaders and see how they are solving today's problems while preparing for tomorrow. Attendees at this highly-interactive session will hear firsthand from small and large operators alike.

Key Takeaways:

- Technology path
- Identification of key technology issues and solutions
- Gain different perspectives from other operators
- Differences and similarities amongst operators of varied sized

*Diana Goovaerts, US Editor, Mobile World Live – moderator*  
*Guy Turley, CTO, Cellular One of AZ*  
*Lee Thibaudeau, CTO and VP of Engineering, Nsight (Cellcom)*  
*David L. Zylka, CTO, Carolina West Wireless*

10:15am – 11:05am Session 102 (Policy Track): **Innovative Start-Up Solutions**  
**Location:** Partin, Conference Center

Meet senior executives from nearly 100 mobile carriers that make up CCA's membership and connect with technology innovators across the wireless industry as you demonstrate your offering in the exhibit hall. In addition, the first 8 startup companies to register will be given five minutes to pitch their innovative solution, idea, or technology during a breakout session on Wednesday, October 3 from 10:15 am – 11:05 am EST. At the end of each pitch, there will be one additional minute for Q&A. The audience will vote for its favorite startup pitch, and the winner will be announced during Exhibit Hall Happy Hour later that day.

*Kim Caronchi, Director of Industry Development, CCA - moderator*

10:15am – 11:05am                      Session 103 (Marketing/Customer Service Track): **Retail Store of the Future**

*Location: St. Cloud, Conference Center*

The retail experience should maximize engagement between your customers and your brand. In this session you will learn about new trends in retail store design and improving the customer experience.

10:15am – 11:05am                      Session 104 (Business Operations): **HR Best Practices and Trends in an Evolving Work Environment Part I**

*Location: Harmony, Conference Center*

This session is a two-part workshop, with Part II continuing into the next hour. The two-part session will discuss various best practices of HR: managing legal, cultural and social media activities in the current environment. Part I is not required to attend Part II.

11:15am – 12:05pm                      Session 201 (Technology and Trends Track): **Proactive Network Management**

*Location: Celebration, Conference Center*

Positive customer experience is driven by excellent network performance. This session will review a variety of tools and processes available to allow your technical staff to proactively manage and evolve your network to achieve optimal performance.

Key take-aways:

1. Data trending over time allows you to be proactive.
2. How do you define and quantify excellent network performance?
3. What KPIs matter the most?

11:15am – 12:05pm                      Session 202 (Policy Track): **Under Lock & Key: Ensuring Your Network is Secure in Today's Digital World**

*Location: Partin, Conference Center*

National security, privacy, and cybersecurity policies continue to permeate this year's headlines and remain at the forefront of the Administration's, Congress's, and the FCC's priorities. In today's ever-connected world, providers must employ shrewd business strategies to adequately safeguard against potential threats. Join CCA and panelists to discuss how security policies continue to evolve, and better understand ways to identify and harden networks for vulnerabilities.

*Howard Buskirk, Executive Senior Editor, Communications Daily – moderator*

11:15am – 12:05pm                      Session 203 (Marketing/Customer Service Track): **Getting the Best Return for Your Social Media Dollars**

**Location:** *St. Cloud, Conference Center*

With so many options, you'll learn what platform is best for your company and how to effectively reach your target audience. You'll hear from industry experts who have revitalized their companies through innovative digital strategies.

Key take-aways:

- Choose the best channel for your business
- Measuring the impact of your campaign
- Hear Success stories

11:15am – 12:05pm                      Session 204 (Business Operations): **HR Best Practices and Trends in an Evolving Work Environment Part II**

**Location:** *Harmony, Conference Center*

This session is a continuation of Part I of HR Best Practices and Trends in an Evolving Work Environment is Attendance at Part I is not required to attend Part II.

12:15pm – 2:15pm                      Exhibit Hall Open (Lunch is served)

**Location:** *Osceola Ballroom, Conference Center*

12:15pm – 2:15pm                      Board of Directors Meeting

**Location:** *Grand Salon, Conference Center*

2:15pm – 2:30pm                      Break

2:30pm – 3:20pm                      Session 301 (Technology and Trends Track): **Improving KPIs and Productivity with Automation and AI**

**Location:** *Celebration, Conference Center*

Service providers are continually challenged with how to maintain quality when improving their networks. While traffic data continues to grow in volumes, service providers cannot expect to scale their staff to support the same pace of growth. Learn why service providers are looking to AI and automation to overcome operational complexities, how key leaders are equipping teams to maximize individual productivity, and successful approaches to leverage underutilized data in improving network KPIs.

**Top three things people will get from attending:**

- 1) Learn some key use cases for AI and automation in wireless
- 2) Learn how to successfully integrate Robotic Process Automation (RPA) to improve KPIs
- 3) Learn how to leverage automation and AI to create new revenue streams

**Chris Reece**, *Technologist, Award Solutions – moderator*

**Roger Richards**, *CTIO, TSTT Telecommunication Services of Trinidad and Tobago*

**David Zylka**, *CTO, Carolina West*

2:30pm – 3:20pm

Session 302 (Policy Track): **The Price Is Right: Using Policy Decisions to**

**Smartly Leverage Assets**

**Location:** *Partin, Conference Center*

Money may not grow on trees, but understanding how Administration, Congressional, and FCC policies affect network growth is imperative to a thriving business. Panelists will cover hot policy topics such as infrastructure siting reform, spectrum access, Universal Service Funding, and tower marking updates to highlight areas where providers can leverage opportunities to create innovative business strategies and smartly manage finite resources.

**Paul Kirby**, *Senior Editor, TR Daily – moderator*

2:30pm – 3:20pm

Session 303 (Marketing/Customer Service Track): **Driving Customer Loyalty through Empowerment**

**Location:** *St. Cloud, Conference Center*

Today's consumers want to create their own customer journey, and they want alternatives to the traditional call center. Security, convenience and time-saving techniques continue to be market drivers. Join this panel to learn about new technologies, programs and techniques to enhance customer engagement and loyalty.

This panel will show how effective self-care programs can be:

- Less costly for the operator
- More convenient and time-efficient for customers
- Higher level of security

**Kevin Gervais**, *CEO, Statflo, Inc.*

2:30pm – 3:20pm

Session 304 (Business Operations): **Effective Inventory Management and Best Practices**

**Location:** *Harmony, Conference Center*

Inventory management is a challenge all carriers face. How do you optimize the process to ensure adequate inventory to conduct business? How do you minimize inventory loss? Join this session to hear best practices on a variety of solutions to meet these challenges and more.

This session will discuss:

- Managing your forecasting and sell-through
- Handling end-of-life cycle
- Effective RMA management

**Jon Mikow**, *Vice President – Wireless Sales, Fortegra - moderator*

**Cora Linker**, *Director of Supply Chain Operations, Viaero*

**Carl Smith**, *Product Specialist, Union Wireless*

3:30pm – 5:30pm

Exhibit Hall Reception

*Sponsored by: SiteTracker, Inc.*

**Location:** *Osceola Ballroom, Conference Center*

5:30pm – 7:30pm

Exhibitor Move-out

**Location:** *Osceola Ballroom, Conference Center*