

## CCA's 2018 Annual Convention

October 1 – 3, 2018

Omni Orlando Resort at ChampionsGate

*Draft as of June 7, 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

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

3:00pm – 6:00pm Exhibitor Move - In

6:00pm – 8:00pm Welcome Reception

### Tuesday, October 2

7:30am - 6:30pm Registration Open

7:30am – 11:30am Exhibitor Move - In

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

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.

9:45am – 10:30am	CCA Annual Meeting
10:45am – 11:30am	Sponsored Seminars (3 concurrent)
11:45am – 1:00pm	<b>Keynote Luncheon Seminar: The Evolution &amp; Revolution of a New Mobile Era; IMS and VoLTE</b> 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 <i>This meeting is for CCA carrier members only and is open to CFOs or individuals that manage a carrier's finances.</i>
1:15pm – 2:00pm	Sponsored Seminars (3 concurrent)
1:45pm – 2:00pm	Associate Member Meeting
2:00pm – 3:00pm	Business Innovation Group (BIG) Meeting <i>This meeting is open to CCA carrier members only.</i>
2:00pm – 6:30pm	Exhibit Hall Open
3:00pm – 4:30pm	Carrier CMO Meeting <i>This meeting is for CCA carrier members only and is intended for marketing executives, directors and manager.</i>
3:30pm – 4:15pm	Sponsored Seminars (3 concurrent)
4:30pm – 6:30pm	Exhibit Hall Happy Hour

### **Wednesday, October 3**

7:30am – 6:00pm	Registration Open
8:00am – 8:30am	Hot Breakfast
8:30am – 10:00am	Keynotes and Annual Achievement Awards Presentation
8:40am – 9:00am	Keynote Remarks by Sharon Lessard, Firmwide Retail Practice Area Leader, Senior Associate, Gensler

9:00am – 9:45am	CEO Roundtable Keynote Panel
10:15am – 11:05am	Session 101 (Technology and Trends Track): CTO Roundtable
10:15am – 11:05am	Session 102 (Policy Track): Innovative Start-Up Solutions
10:15am – 11:05am	Session 103 (Marketing/Customer Service Track): Retail Store of the Future
10:15am – 11:05am	Session 104 (Business Operations): HR Best Practices and Trends in an Evolving Work Environment Part I
11:15am – 12:05pm	Session 201 (Technology and Trends Track): Proactive Network Management
11:15am – 12:05pm	Session 202 (Policy Track): Under Lock & Key: Ensuring Your Network is Secure in Today's Digital World
11:15am – 12:05pm	Session 203 (Marketing/Customer Service Track): Getting the Best Return for Your Social Media Dollars
11:15am – 12:05pm	Session 204 (Business Operations): HR Best Practices and Trends in an Evolving Work Environment Part II
12:15pm – 2:15pm	Exhibit Hall Open (Lunch is served)
12:15pm – 2:15pm	Board of Directors Meeting
2:15pm – 2:30pm	Break
2:30pm – 3:20pm	Session 301 (Technology and Trends Track): Improving KPIs and Productivity with Automation and AI
2:30pm – 3:20pm	Session 302 (Policy Track): The Price Is Right: Using Policy Decisions to Smartly Leverage Assets
2:30pm – 3:20pm	Session 303 (Marketing/Customer Service Track): Driving Customer Loyalty through Empowerment
2:30pm – 3:20pm	Session 304 (Business Operations): Effective Inventory Management and Best Practices
3:30pm – 5:30pm	Exhibit Hall Reception

5:30pm – 7:30pm

Exhibitor Move-out