

## CCA's 2018 Annual Convention

October 1 – 3, 2018

Omni Orlando Resort at ChampionsGate

*Draft as of August 8, 2018. Schedule is subject to change.*

### Monday, October 1

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

*Sponsored by: OSG*

**Location:** *Omni ChampionsGate property*

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.

10:00pm – 7:00pm      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, OSG, Transaction Network Services*

**Location:** *Omni ChampionsGate Golf Course*

Join CCA for its annual golf tournament and enjoy a round with your fellow CCA attendees! This fun networking event brings together carriers and vendors for a day filled with golf, food, beverages, and prizes!

*CCA Members: \$199; Non-Members: \$225*

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. After a brief framework overview, groups will up into three breakouts.

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

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

**EXi Framework Overview – Sharon Lessard**

- The “experience modes” – a guide to the intentions behind experience, and how understanding them is the key to creating a great retail experience.
- A holistic framework for experience – how measuring intention, expectation, interaction, and the qualities of physical space together identifies opportunities to improve experience.
- Insights into human behavior—how overlapping and expanding behaviors happening in the space are changing what customers need, and expect, from their retail experience.

- Using design to create experience—how specific design actions or considerations can make an experience great.

### **BREAK OUT I**

- **The Impact a Store Makes:** The purpose of physical stores has shifted to engagement and connection.
  - Customers read a lot into how a store is designed, and how that design relates to the value proposition of the products being sold.
  - One ethnography participant, while visiting a Costco, noted how the utilitarian design meant they were getting a better deal.
    - QUESTION: Breaking down intentionality— What are the reasons people go to brick-and-mortar if they can shop online? What factors should reflect a great shopping experience?
- **It's all about the journey:** Engagement is an ongoing relationship—get every touchpoint right.
  - To customers, online and in-store experiences are just different touchpoints for the same brand.
    - QUESTION: Ideal interactions—How do your consumers engage with the brand today, and how do you want them to interact in the future? Do you have an intentional strategy for consumer engagement?

### **BREAK OUT II**

- **Every Move Counts:** People are paying attention, and their attention spans are getting shorter.
  - Customers are more attuned than ever before to what's changed and what hasn't.
  - Finding ways to be more present and join their daily routines is just as powerful—whether by more, smaller shops outside of traditional shopping districts—or programming and curatorial campaigns that give people a specific reason to visit.
    - QUESTION: Setting expectations— How are you setting the stage for the brand, customer, experience, and setting expectations to help you succeed?

### **BREAK OUT III**

- **Experience at any age:** “Great in-store” experience varies by generation.
  - Millennials are 1.4x more likely in “discovery mode” and 2x more likely in “entertainment mode”
  - Breaking older shoppers out of a task-focused mind-set—particularly since task mode experiences are, on average, the least satisfying of those we studied—is a particular opportunity for retailers.
    - A pop-up concept focused on highlighting projects that have rarely (or never) been featured in a physical store lets customers test and experience new products directly, making complex technology purchasing decisions easier and more confident.
    - QUESTION: The “Millennial Mindset” — How can we approach an intergenerational design for consumers?

3:00pm – 6:00pm

Exhibitor Move - In

*Location: Osceola Ballroom, Conference Center*

6:00pm – 8:00pm

**Chairman's Welcome Reception**

*Sponsored in part by: Transaction Network Services*

*Welcome Skeet Shooting sponsored by: OSG*

*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*

*James Child, VP Strategy, North America, CBNL*

*John Godfrey, Senior Vice President, Public Policy, Samsung Electronics America*

*Steve Sharkey, Vice President, Government Affairs, Technology and Engineering Policy, T-Mobile*

*Craig Sparks, VP – Technology Strategy & Planning, C Spire*

*Additional fee of \$50 as an add-on to CCA 2018 registration.*

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 – 12:30pm                      **Keynote Remarks by Assistant Secretary David J. Redl, National  
Telecommunications and Information Administration**

12:30pm – 1:15pm                      **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.

**Sean Kinney**, *Editor-in-Chief, RCR Wireless - moderator*

**William "Bill" Levy**, *Vice President of Sales, Huawei Technologies USA*

**Josh Wigginton**, *Vice President of Product Management, Interop Technologies*

1:15pm – 3:15pm                      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.*

1:30pm – 2:15pm                      Sponsored Seminar 4  
*Seminar Content Sponsored by: Ericsson*

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

1:30pm – 2:15pm                      Sponsored Seminar 5: **5G and IoT Readiness**  
*Seminar Content Sponsored by: Syniverse*

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

David Hassman, VP of Strategy at Syniverse, will discuss 5G and IoT Readiness. During this 45-minute session, you will learn how to prepare for 5G, discover what opportunities and threats lie ahead with LTE, RCS, IoT, and roaming interoperability, and how mobile operators can add business value in the next wave of digital transformation.

**David Hassman**, *VP of Strategy, Syniverse*

1:30pm – 2:15pm                      Sponsored Seminar 6  
*Seminar Content Sponsored by: Corporate Dynamics*  
**Location:** *Harmony, Conference Center*

2:00pm – 6:30pm                      Exhibit Hall Open  
**Location:** *Osceola Ballroom, Conference Center*

2:15pm – 2:30pm                      Associate Member Meeting  
**Location:** *Osceola Ballroom, Conference Center*

2:30pm – 3:30pm                      Business Innovation Group (BIG) Meeting  
**Location:** *Lanier A, Conference Center*  
*This meeting is open to CCA carrier members only.*

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 Seminar 8  
*Seminar Content Sponsored by: Davis Wright Tremaine LLP*  
**Location:** *Celebration, Conference Center*

3:30pm – 4:15pm                      we-CCAn Seminar  
**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: What's Next for Regional and Small Carriers?**

The last few years have been challenging for rural and regional carriers. This can likely be attributed to consolidation and ever-increasing consumer demands for data, content, network enhancements for 4-G LTE/VoLTE and 5G IoT capability. What strategies will carriers need to deploy to remain competitive in the telecom marketplace of the future? What are the opportunities and challenges that every non-nationwide carrier must successfully employ to persevere in the marketplace? Please come to hear from thought leaders of the industry, CEOs with unique insights, share their ideas to successfully navigate the pathway to the next decade.

*Location: National Ballroom A, Lower Level*

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

*Stephen Bye, President, C Spire*

*Michael Prior, President & CEO, ATN International*

*Patrick Riordan, Chief Strategy Officer, Nsight*

*Ron Smith, President, Bluegrass Cellular*

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.

*Tate Fisher, CEO, Katalyst Group*

*Brandon Krebs, Carrier Account Manager, iQmetrix*

10:15am – 11:05am                      Session 104 (Business Operations): **HR Best Practices and Trends in an Evolving Work Environment Part I** –*Susan Powers, Carl Smith, Brian Spurgeon, Tim O’Regan*

*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, diversity and inclusion, cultural and social media activities in the current environment. Part I is not required to attend Part II.

- **Part I : Hear from the Legal Experts on How Requirements and Practices are Evolving:** There are a myriad of new laws and policies that impact HR operations and could impact a carrier bottom-line, if not properly handled. Come here from today’s top HR lawyers about how best to comply with the latest laws and what’s on the horizon, including sexual harassment, violence in the workplace, family leave, drug testing and policies, hiring and firing, use of social media, discrimination, and more.

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:** - **Susan Powers, Jon Mikow, Carl Smith, Chip Strange**

*Location: Harmony, Conference Center*

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

- **Part II: Where the Rubber Meets the Road – How HR Practitioners are Adapting to the New Landscape:** Now that you know the applicable laws, let's hear from HR experts who are putting these laws and policies into practice everyday.

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*

*Stephen Wakeling, CEO and Founder, Phobio*

*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*