

CCA's 2018 Annual Convention

October 1 – 3, 2018

Omni Orlando Resort at ChampionsGate

Draft as of September 27, 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.

10:00am – 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, Paymentus, 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.

Gensler facilitators:

Sharon Lessard, *Global Retail Leader, Gensler*

Lainie Turkish, *Interior Designer, Gensler*

Kathleen Allen, *Brand Strategist, Gensler*

15 min **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.

60 min **Break Out Sessions (3 groups of 25 facilitated by Sharon, Lainie, & Kathleen)**

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?

- **Embrace the Blur:** Retail spaces today are accommodating a wider and wider range of activities.
 - Stores can take lessons from great public spaces which currently support the widest range of activities.
 - Everyone is (and wants to be) doing everything everywhere.
 - QUESTION: Solving for ‘task’ allows shoppers the opportunity to engage with your brand differently. What types of complementary activities would you consider?

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 an 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?
- **Shopping is still shopping:** Make it easy, then make it sing.
 - Help customers get something done and they’ll have more time to browse, engage, and discover new things.
 - Give them places to have fun, socialize, connect, and get inspired—and their business comes along with it.
 - QUESTION: The power of place— How can design be leveraged as part of a larger experience strategy? Are your investments in retail design being aligned with other change initiatives for maximum impact?

15 min **BREAK**

30 min **Break Out Reports/ Feedback**

3:00pm – 6:00pm Exhibitor Move - In

Location: Osceola Ballroom, Conference Center

6:00pm – 8:00pm

Chairman's Welcome Reception

Sponsored in part by: ATN International, Appalachian Wireless, Bluegrass Cellular, Carolina West, Cellular One, Cellcom, Chat Mobility, Crown Castle, DISH, GCI, NorthwestCell, Shentel, SI Wireless, Southern Linc, Sprint, Syniverse, Transaction Network Services, ThumbCellular, US Cellular, Wireless Partners LLC

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 5G Wave – M Millimeter and Beyond

Sponsored by: T-Mobile

Location: *National Ballroom A, Lower Level*

The mainstream wireless industry is heading into a bold and brand-new frontier: 5G and 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 via 5G and next generation technologies. Such spectrum promises to support super high-speed, high-bandwidth applications.

As the FCC gears up for its auctions of millimeter-wave spectrum, now is the time to assess the future of the millimeter-wave swell – and to see how other spectrum will align with low-, mid- and high-band spectrum. This FierceWireless session will attempt to sort through the competing claims and provide clarity in the midst of the 5G spectrum wars. What is the real future for 5G, and what revenue-generating services can all these spectrum bands support?

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

Paul Challoner, *VP Network Product Solutions, Ericsson North America*

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

Dr. John Naylor, *Chief Technology Officer & Co-Founder, CBNL*

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

Craig Sparks, *Chief Innovation Officer, C Spire*

**Please note that the FCC's prohibited communications, or anti-collusion, rules will be in effect during CCA's Annual Convention. CCA and its members will strictly comply with applicable FCC anti-collusion rules and relevant antitrust law.*

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: **Next-Generation Security for 5G Networks / Securing the Evolution**

Seminar Content Sponsored by: Palo Alto Networks

Location: St. Cloud, Conference Center

5G networks are promising to unleash new mobile services such as high definition video, self-driving cars, massive adoption of the Internet of Things (IoT), and smart cities. A big challenge mobile operators face today is tackling new cybersecurity challenges that continue to emerge across existing 4G networks while ensuring that their evolutionary path to 5G allows them to stay ahead of advanced cyber threats. In this session we'll discuss why an entirely new approach to mobile network security is needed to protect both mobile networks and customers from cyber attacks, and to assure reliable 4G and 5G services.

Steve Regini, Director of Systems Engineering for Americas Service Providers, Palo Alto Networks

10:45am – 11:30am

Sponsored Seminar 2: **Evolve Your Network Toward 5G**

Seminar Content Sponsored by: Ericsson

Location: Celebration, Conference Center

Tier 1 carriers in North America are moving rapidly toward 5G networks. They believe the enhanced efficiencies, higher speeds and lower latency of 5G will bring them more revenue, enhanced customer loyalty and increased opportunities for business services. But what about 5G for regional carriers? Does this new technology provide more than it asks for in terms of investment?

While consumers and regionally-focused businesses can provide additional 5G revenue opportunities, a large-scale, rapid cut-over to 5G may not make sense for the majority of regional carriers. But that's not the only path, unlike the move from 3G to 4G, operators can evolve to 5G without having to make big changes to the network.

Paul Challoner, VP Network Product Solutions, Ericsson North America

10:45am – 11:30am

Sponsored Seminar 3: **Accelerating Transformation and Subscriber Acquisition**

Seminar Content Sponsored by: Netnumber

Location: Harmony, Conference Center

- The new and the old – Networks evolving rapidly.
- Impact – Shifting operational models.
- Platforms – Automation, security and high productivity tools in the core.
- Data, data, data – Knowledge is power.
- Monetization – Bringing it all together.

Bob Gay, Regional Vice President of Americas Sales, Netnumber

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 for Communications and Information
David J. Redl, U.S. Department of Commerce**

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*

Han Schiet, *IMS Product Management Director, Nokia*

Jan Söderström, *Vice President and Head of Technology Office Silicon Valley, Ericsson*

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: Standardize and Perfect Project Processes To
Differentiate Your Business**

Seminar Content Sponsored by: SiteTracker, Inc.

Location: *St. Cloud, Conference Center*

There are more telecom project types today than there were 15 years ago and they are increasing in volume, as well. Right now, there are no real standards in place to keep projects running smoothly, just industry jargon disguised as best practices. In order to address this pivotal change in the volume, variety, and velocity of projects, companies need to learn how to translate project management standards into crystalized project documentation and processes. These standards are the language of projects management, and we want companies to find their Rosetta Stone, not build the Tower of Babel.

Let's all start speaking the same language so we can write the book on telecom project management. Project management isn't just about project managers, it affects the entire organization — from the field to finance, the supplier to C-suite.

Learn from industry experts how standardization has increased profitability through achieving operational excellence.

Walter A. Nesbeth III, Senior Implementation Manager, Verizon

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: **911 and VoLTE: Lessons in Deployment**
Seminar Content Sponsored by: West

Location: Harmony, Conference Center

If you're in the process of planning or rolling out VoLTE and VoWiFi services, preparing for 911 is a critical step in the process. A solid plan based on real-world use cases will help you meet regulatory mandates, avoid costly mistakes and improve emergency outcomes.

Join West for the latest expert advice on navigating the most common pitfalls, including:

- Key lessons learned from a variety of VoLTE 911 deployments
- Options for VoWiFi subscriber set up and provisioning--and the importance of a proximity check
- Guidance on new handset-based location technologies that are helping to find 911 callers faster

Marcus Andronici, Principal Sales Engineer, West

Jerry Wilke, Customer Team Director, West

2:00pm – 6:30pm Exhibit Hall Open

Location: Osceola Ballroom, Conference Center

2:15pm – 2:30pm Associate Member Meeting

Location: Osceola Ballroom, Conference Center

2:00pm – 3:00pm 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: **Improving Sales Performance by Challenging the Status Quo - A Case Study**

Seminar Content Sponsored by: Corporate Dynamics

Location: St. Cloud, Conference Center

With the encroachment of new post- and pre-paid competitors into their markets, Carolina West Wireless (CWW) knew that they had to take steps to secure their customer base and grow their sales. They knew the status quo wasn't going to cut it in the new 5G world. This meant taking a hard look at: the abilities of their personnel, the way their agents are representing the company and the effectiveness of their processes.

CWW partnered with Corporate Dynamics, Inc. (a CCA training partner) to challenge the status quo and implement changes aimed at growing and retaining customers and increasing store profitability. This session will look at: the realities CWW faced; the steps they took, and the results they are seeing. Attendees will leave with a checklist for evaluating their own company's prowess and preparedness, and strategic planning considerations as they head into an increasingly competitive environment in 2019.

3:30pm – 4:15pm Sponsored Seminar 8: **Small Cells, Big Picture**

Seminar Content Sponsored by: Davis Wright Tremaine LLP

Location: Celebration, Conference Center

As providers continue to roll out small cells in cities around the country to keep pace with consumer demand for service, legislators and policymakers seek to balance the interests of their constituents while streamlining permitting regimes to improve access to broadband. In 2018 alone, federal, state, and local governments alike have taken major steps to update approval processes by clearing red tape, facilitating access to poles and rights-of-way, and harmonizing fee schedules. Hear from a distinguished panel of attorneys for an update on what's happening with small cell policies on Capitol Hill, at the FCC, and in states and local governments.

Van Bloys, Attorney, Davis Wright Tremaine LLP

Katori Copeland, Attorney Davis Wright Tremaine LLP

3:30pm – 4:15pm **we-CCAn Workshop: Strengthening the Skills of Networking**

Location: Harmony, Conference Center

Sit up straight. Look people in the eye. Don't interrupt.

Proper etiquette skills can make or break you in the business world. 2018's we-CCAn session proudly features "the Emily Post of Tampa Bay" (*Tampa Bay Magazine*) and one of Tampa Bay's Most Distinguished Women in Business (2003), **Kim Goddard**, who will share her business etiquette expertise with CCA attendees. Ms. Goddard's session will teach attendees how to maximize their interactions with others and strengthen personal development while employing skills necessary to be successful in the competitive world in which we

live, work, and play. Put those newly acquired skills to the test at the Exhibit Hall Happy Hour immediately following the workshop. This we-CCAn session is open to both women and men.

4:30pm – 6:30pm

Exhibit Hall Happy Hour

Sponsored by Interop Technologies

Location: *Osceola Ballroom, Conference Center*

7:00pm – 10:00pm

Flashback to the Future: Brick Phones and Neon Tones

Sponsored by: Sitetracker

Location: *Adult Pool & Cabanas*

Cavort with carriers in cabanas and celebrate the evolution of telecom from brick phones to small cells. Join 400+ of your closest friends and colleagues for a flashback to the 80's and a look into the future. Heavy hors-d'oeuvres and ludicrous libations will be served all night. Come one, come all - relax, reminisce, and rejoice at the main pool starting at 7pm.

Wednesday, October 3

7:30am – 5:00pm

Registration Open

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

8:00am – 8:30am

Hot Breakfast

Sponsored by: ATN International, Appalachian Wireless, Bluegrass Cellular, Carolina West, Cellular One, Cellcom, Chat Mobility, Crown Castle, DISH, GCI, Northwest Cellular, Shentel, SI Wireless, Southern Linc, Sprint, Syniverse, ThumbCellular, US Cellular, Wireless Partners LLC

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

Michael Prior, President & CEO, ATN International

Patrick Riordan, Chief Strategy Officer, Nsight

Ron Smith, President, Bluegrass Cellular

Craig Sparks, Chief Innovation Officer, C Spire

9:45am – 10:00am

Annual Achievement Awards Presentation

Location: National Ballroom A, Lower Level

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

Ken Borner, Senior Vice President – Engineering and Network Operations, ATN International

Jay Bluhm, VP of Network Development and Engineering, Sprint

Lee Thibaudeau, CTO and VP of Engineering, Nsight (Cellcom)

David L. Zylka, CTO, Carolina West Wireless

10:15am – 11:05am

Session 102 (Innovation 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.

Michael Kennedy, Director of Innovation, Carolina West Wireless - moderator

Tate Fisher, CEO, Katalyst Group

Brandon Krebs, Carrier Account Manager, iQmetrix

Sharon Lessard, Firmwide Retail Practice Area Leader, Senior Associate, Gensler

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, 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.

Jeffrey J. Calabrese, Partner, Harter Secrest & Emery LLP

Emma J. Sullivan, Of Counsel, Labor and Employment Practice, Jenner & Block

DeMaris Trapp, Senior Associate, Hogan Lovells US LLP

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?

Husam Shukhaidem, US Sales Consulting, Nokia - moderator

Kevin Folk, VP Wireless Network, Shentel

Bassam Harb, Analytics Services Sales Program Lead, Nokia

Mykola Konrad, Vice President of Product Management, Ribbons Communications

Anneli Larsson, VP Business Development, Ericsson

11:15am – 12:05pm

Session 202 (Policy Track): **On the Road to 5G: How Smart Policy Decisions**

Can Ignite Emerging Technologies

Location: Partin, Conference Center

The leap from 3G or 4G technology to 5G and the Internet of Things (“IoT”) promises to revolutionize the way we live, work, and travel. Indeed, emerging technologies like IoT and Narrowband IoT (“NB-IoT”) can connect billions of devices by improving the battery life and power consumption of user equipment, and increasing system capacity and spectrum efficiency, especially in areas requiring increased coverage. And the introduction of next-generation and 5G technologies also will offer more efficient networks with increased capacity to improve customer experience – throughout urban, rural, and remote areas of the country. Join CCA and panelists to discuss the next-generation of technology and how smart policy decisions can ignite innovative deployments and foster the growth of emerging technologies for the benefit of consumers across all areas of the United States.

Howard Buskirk, Executive Senior Editor, Communications Daily – moderator

Austin Bonner, Associate, Harris, Wiltshire, & Grannis LLP

Paul Challoner, VP Network Product Solutions, Ericsson North America

Sean Hew, Vice President, MVP Capital, LLC

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

11:15am – 12:05pm

Session 203 (Marketing/Customer Service Track): **From Likes to ROI:**

Accomplish your business goals through Social Media – Beverly Ibarrola, Lisa Murray, Drew Logsdon, Devon Jay, Scot Harris

Location: St. Cloud, Conference Center

What are you trying to achieve as a company and how can social media contribute to those goals? To get the most value from social media, you have to know what you're looking for in the first place. Social media, like any other channel, is a means to an end. Hear from industry experts who have helped drive value and impact for businesses through innovative digital strategies. In this session, you will learn to:

- Understand social media as a channel
- Implement successful digital strategies to reach your business goals
- Measure the impact of your campaigns using key performance indicators

Lisa Murray, APR, CPRC, Sr Manager, Integrated Marketing Communications, Interop Technologies -moderator

Brett Chester, Vice President of Marketing, Sitetracker

Jennifer Trefelner, APR, CPRC, Counselor's Network of the Florida Public Relations Association

Allison Stiel, Social Media Manager, Zehnder Communications

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 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.

Emma J. Sullivan, Of Counsel, Labor and Employment Practice, Jenner & Block - moderator

Rhoda Milam, Vice President, Human Resources, T-Mobile

Praveena Nathawat, Head of Talent Management and Diversity & Inclusion, Ericsson

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

Location: Osceola Ballroom, Conference Center

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**

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, Managing Principal, CADIGENT

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

Will Adams, Legal Advisor, FCC

Jason Hill, Managing Partner, MVP Capital, LLC

Brian Hurley, Vice President of Regulatory Affairs, American Cable Association

Scott Krouse, Director of the NATE Wireless Industry Network (WIN), NATE

John Nakahata, Partner, HWG

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. - moderator

Tressa Barnes, Regional Sales Manager, Union Wireless

Polly Bruneel, Product Management Director – Experience, Brightstar

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