Schedule of Events is Subject to Change
Draft as of February 1, 2019

Monday, April 8

12:00pm – 7:00pm   Registration Open
Location: Registration, Adams Prefunction B, Level 1

12:00pm – 5:00pm   Exhibit Hall Setup (Exhibitor Move-In)
Location: Aurora Hall 1, Level 2

1:00pm – 5:00pm   **The Besen Group Seminar: Private LTE Seminar: In-Depth Look at Private LTE Applications & Business Models** (separate payment required)
Location: Maple 2, Level 1

    1:00pm – 1:10pm Welcome Remarks
    Steven K. Berry, President & CEO, CCA

    1:10pm – 2:10pm Private LTE Applications & Business Models
    Alex Besen, Founder & CEO, The Besen Group

    2:10pm – 2:30pm Limitless Mobile Private LTE Solutions
    Atte Miettinen, Group CEO, Limitless Mobile

    2:30pm – 2:50pm Fixed Wireless Access for Rural Operators
    Jeff Johnston, Senior Economist, CoBank

    2:50pm – 3:20pm Networking Break

    3:20pm – 3:40pm Aricent Private LTE Service Offering
    Bob Wyan, VP, Client Partner

    3:40pm – 4:00pm Private LTE and The Rural Operator
    John O'Malley, President, Rockfleet Advisors

4:00pm – 4:20pm Private & Privacy Based LTE Solutions for Enterprise
David Howgill, President, Huckworthy LLC

4:20pm – 5:00pm Roundtable: Private LTE Business Models
Alex Besen, Founder & CEO, The Besen Group Alex Glaser, Vice President, Harbor Research
Kyung Mun, Senior Analyst, Mobile Experts

Agenda and speakers are subject to change without notice.

3:00pm – 5:00pm **CCA's Fun Run/Walk (5K and 1-Mile) Benefiting the Food Bank of the Rockies**
Sponsored by: Ericsson, Hogan Lovells, IDI Billing, NetScout, OSG Billing Services, Palo Alto Networks, T-Mobile, TNS

Location: Adams Terrace, Level 1
Take advantage of Colorado's beautiful outdoors and participate in CCA's first-ever Fun Run/Walk for charity. Participants will have the option to run or walk a 5K or a 1-mile loop. It's a fantastic way to spend time in the great outdoors and network with colleagues along the way. T-shirts, race bibs, goody bags, and snacks will be provided to all participants. Bring your competitive spirit as we "race towards 5G!" Finsh the race, and stroll right over to the MCS Cookout – just steps away from the finish line.

Additional fee of $50. Proceeds will be donated to Food Bank of the Rockies, a local charity that focuses on ending hunger.

5:00pm – 7:00pm **MCS Cookout: The Big Grill**
Sponsored by: Sprint

Location: Adams Terrace, Level 1
Join fellow attendees for a fun, casual night of networking on the outside terrace. The grills will be hot and the drinks will be cold, so make sure to stop by the largest networking event of MCS 2019.

Tuesday, April 9

7:00am – 6:00pm Registration Open
Location: Registration, Adams Prefunction B, Level 1

7:00am – 11:00am Exhibit Hall Setup (Exhibitor Move-In)
Location: Aurora Hall 1, Level 2

7:30am – 9:00am   **FierceWireless Executive Breakfast: Network convergence: Is this the endgame?**

Location: General Session, Adams B, Level 1

As network technology continues to evolve, the lines among wireless, cable and fiber continue to blur. This long-burning trend has serious implications for players across the telecom industry. And, perhaps more importantly, it could create major changes in the experiences and services that providers can deliver to customers. But what obstacles are players in the industry facing in this move toward convergence, and what solutions are in the offing? Further, what can competitive carriers do today to prepare for a network convergence endgame?

Matt Kapko, Editor, FierceWireless - moderator

Additional fee of $50

9:00am – 11:00am   Carrier CFO Meeting

Location: Charlton Boardroom, Level 1

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

9:15am – 11:15am   **Award Solutions' 5G Integration Experience**

Bring your phone, you'll want to take photos! Designed for leaders in wireless, the Award Solutions' 5G Integration Experience offers a tactile, engaging approach to anyone wishing to learn 5G. Participants will construct network models of the key 5G building blocks, design networks for specific 5G use-case deployment scenarios, and learn some anticipated challenges with 5G / LTE interworking. This highly-interactive 5G experience, the first-of-its-kind in the industry, offers lasting and memorable insights to building out 5G networks.

Top three things people will get from attending:
1. The performance requirements and key considerations for 5G use cases
2. The building blocks and steps to prepare for successful 5G rollouts
3. Key considerations of integrating 5G into existing LTE networks

9:15am – 10:00am   **Sponsored Seminar 1**
                                    Content Sponsored by: Nokia

9:15am – 10:00am   **Sponsored Seminar 2**
                                    Content Sponsored by: West

9:15am – 10:00am   **Sponsored Seminar 3**
                                    Content Sponsored by: Interop

10:00am – 10:30am   Coffee Break

Location: Maple Pre-function, Level 1

10:30am – 11:15am   Sponsored Seminar 4: Network Security Issues
                                  Content Sponsored by: Corero
10:30am – 11:15am   Sponsored Seminar 5: mmWave Repeaters for In-Building Mobility
                                  Demand
                                  Content Sponsored by: FRTek USA

10:30am – 11:15am   Sponsored Seminar 6
                                  Content Sponsored by: Palo Alto Networks

11:30am – 12:45pm   **Keynote Luncheon Remarks**
                                  Sponsored by: T-Mobile
Location: *General Session, Adams B, Level 1*

12:50pm – 1:00pm   Associate Member Meeting (exhibit hall)
Location: *Aurora Hall 1, Level 2*

1:00pm – 6:00pm   Exhibit Hall Open
Location: *Aurora Hall 1, Level 2*

1:00pm – 2:15pm   Business Innovation Group (BIG) Meeting
Location: *Cottonwood 10, Level 1*
This meeting is open to CCA carrier members only.

2:15pm – 3:00pm   **Sponsored Seminar 7**
                                  Content Sponsored by:

2:15pm – 3:00pm   **Sponsored Seminar 8**
                                  Content Sponsored by:

2:15pm – 3:00pm   **Sponsored Seminar 9**
                                  Content Sponsored by:

3:00pm – 5:00pm   Carrier CMO Meeting
Location: *Cottonwood 10, Level 1*
This meeting is for CCA carrier members only and is intended for marketing executives, directors and manager.

4:00pm – 6:00pm   Exhibit Hall Happy Hour
Location: *Aurora Hall 1, Level 2*

6:00pm   Exhibit Hall Closes

<u>Wednesday, April 10</u>

7:30am – 5:00pm   Registration Open
Location: *Registration, Adams Prefunction B, Level 1*

8:00am – 8:30am   Breakfast
Location: *General Session, Adams B, Level 1*

8:30am – 10:15am   **Morning Keynotes and Excellence in Marketing Awards Presentation**
Location: *General Session, Adams B, Level 1*

       8:30am – 8:40am   Welcome Remarks
       Steven K. Berry, President & CEO, CCA

       8:40am – 9:00am   Keynote Remarks
       TBD speaker

       9:00am – 9:50am   **Keynote Session: Realizing the 5G Promise**
After a very successful technology cycle of 4G, industry is setting its sight on 5G that is likely to usher in a new set of capabilities that will create new ecosystems, billion-dollar startups, high-paying jobs, and bring about substantial change in the global economy. To truly realize the potential of 5G, new techniques and methodologies are needed to deal with the continued growth of data traffic that is unlikely to slow down for the foreseeable future. One must take a *systems approach* to manage the diverse requirements and driving down the costs and monetize the new opportunities. This session will take a critical look at 5G, what it means to the wireless industry and what mobile operators can do to redefine themselves to participate in the 5G economy.
Chetan Sharma, *Founder & CEO, Chetan Sharma Consulting - moderator*

       9:50am – 10:15am   Excellence in Marketing Awards Presentation

10:30am – 11:20am   **Session 101: The Promise of 5G for Smaller Carriers** (Business Development Track)
Location: *Maple 2, Level 1*
As 5G is made commercially available throughout the U.S., attend this session to learn how rural carriers will be impacted and can prepare. Industry experts will share their insights about what is reality v. hype and what is near-term v. long-term.
<u>Key Takeaways</u>:
1. 5G market update
2. Can you utilize your existing spectrum for 5G?
3. Use-cases that are applicable to rural areas for mobile broadband

10:30am – 11:20am   **Session 102: Innovative Small Cell Solutions** (Technical Track)

Location: *Maple 3, Level 1*

What are the opportunities and challenges for rural small cell deployment? Small Cells are a combination of mini macros, metro cells, remote radio heads and DAS. The key is to determine where, when, and how are major challenges for rural carriers. This session will address universal issues like backhaul, permitting, site acquisition, and cost of operation.

Key Takeaways:
1. What is a small cell?
2. Identify optimal siting for improvement
3. Develop partnering strategies to streamline deployment

10:30am – 11:20am   **Seminar 10**

Content Created and Produced by: Huawei

10:30am – 11:20am   **Session 104: Innovative Start-Up Solutions** (Policy & Innovation Track)

Location: *Spruce 2, Level 1*

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 April 9 from 10:30 am – 11:20 am MDT. 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

11:30am – 2:00pm   Exhibit Hall Open (Lunch is served)

Location: *Aurora Hall 1, Level 2*

12:00pm – 2:00pm   CCA Board of Director's Meeting (Lunch is served)

2:00pm – 2:50pm   **Session 201: Turning Data to Insights** (Business Development Track)

Location: *Maple 2, Level 1*

Service providers and businesses of all sizes are looking to extract rich insights from the mountains of data collected from devices, networks, and social media to improve operations and enhance the customer experience. Attend this session to learn successful data strategies from key thought leaders, how to make data work for you instead of against you, and best practices in collecting, analyzing, and gleaning data insights to make more informed business decisions.

Chris Reece, Technologist, Award Solutions – moderator

Key Takeaways:
1) Learn key data challenges and data manipulation strategies
2) Learn how to successfully visualize your data to help make better decisions
3) Learn tools for collecting, analyzing, and visualizing data

2:00pm – 2:50pm   **Session 202: 5G Spectrum Strategies** (Technical Track)

Location: Maple 3, Level 1

The audience will learn if current spectrum can be used for 4.5G and 5G and determine if new or unlicensed spectrum should be acquired to support 5G use cases. The session will also discuss new 5G radio network solutions such as massive MIMO and a corresponding device ecosystem.

Key Takeaways:

1. Can my current spectrum be used for 5G and what new spectrum should I acquire?
2. What new products will help me utilize this spectrum?
3. What technology will allow me to monetize my spectrum?

Dan Meyer, Senior Editor, SDxCentral - moderator

2:00pm – 2:50pm   **Session 203: Customer Loyalty** (Marketing /Customer Service Track)

Location: Spruce 1, Level 1

Competition is fierce to acquire and keep customers, where consumer expectations are high and a personal touch is demanded. Do you share the same challenges as other carriers and what are the latest and greatest technologies and techniques to interact with your customers when questions arise? Join us for a presentation on customer care trends and listen in on a panel discussion of care employees to hear straight from practitioners on their daily challenges and experiences.

Key Takeaways:

- Understand current care challenges and how they're being met.
- Get a glimpse of latest care trends and techniques to engage customers.
- Hear first-hand experiences and opinions from customer care employees.

2:00pm – 2:50pm   **Session 204: IoT, TeleHealth and Precision Agriculture – How Spectrum is Powering Today's Most Innovative Technologies –** (Policy Track)

Location: Spruce 2, Level 1

Mobile broadband services offer countless benefits and a connection to modern life, including access to telehealth initiatives, remote education, employment opportunities, and public safety. What's more, the Internet of Things promises to connect billions of devices by improving battery life and power consumption, and maximizing spectrum efficiency, especially across rural and urban areas demanding increased coverage. But these next-generation networks require a portfolio of low-, mid-, and high-band spectrum resources to properly meet consumers' expectations and insatiable data demands. With the FCC and Congress identifying new and innovative ways to maximize spectrum in a variety of bands, join us as experts examine the growing market demand for spectrum and how providers are leveraging this critical asset to offer consumers unique and advanced communications services as industry transitions to next-generation technologies and 5G.

Mike Dano, Editorial Director, 5G & Mobile Strategies, Light Reading

Kevin Coyne, VP Advanced Services, West Corporation

Emily Silverman, Denver Smart City Program Manager, City & County of Denver

2:50pm – 3:00pm   Break

3:00pm – 3:50pm   **Session 301: New Handset Strategies: New, Used, and BYOD** (Business Development Track)

Location: *Maple 2, Level 1*

With the ever increasing cost of handsets, that's a lot of money for carriers to commit to ordering. In addition, consumers are keeping their phones longer and not upgrading as often due to the high cost of equipment leases. One of the most rapidly growing segment in wireless is in used handsets. Enterprises are starting to look for Certified Pre-Owned devices to reduce the total cost of ownership when buying large quantities of phones. Consumers are also going online more and more looking for CPO devices for the same reason - cost savings. Join this panel discussion to learn new handset device strategies and listen to case studies.

Bob Lafon, Global Director of Mobility, Dynamic Lifecycle Innovations – Moderator
Seth Heine, CEO, PrologMobile
Russ Lipinski, President, Associated Carriers Group
Dr. Mohamed Madkour, VP Global Wireless Networks Marketing and Solutions, Huawei Technologies

3:00pm – 3:50pm   **Session 302: Strategies for Successful VoLTE Deployments** (Technical Track)

Location: *Maple 3, Level 1*

The transition to VoLTE is not a simple one, and choosing the right VoLTE strategy is key. To achieve network readiness, service providers must overcome challenges such as integrating new infrastructure and tools, software compatibility across network functions and devices, as well as the added investment to operationalize and optimize VoLTE. Attend this session to learn the key considerations for successful VoLTE strategies, as well as how to overcome the challenges of deploying the IMS/EPC core network.

Key Takeaways:

- Learn the challenges associated with deploying VoLTE services and how to overcome them
- Learn the differences between owned vs hosted IMS strategies
- Considerations in preparing for VoLTE end-to-end service readiness
- Gain insights into the financial implications of deploying and supporting an IMS network

Chris Reece, Technologist, Award Solutions – moderator
Chip Damato, Director of Business Strategies at Inland Cellular
John Myhre, VP Wireless Technology, GCI

3:00pm – 3:50pm   **Session 303: The Next Phase of the Robocall Revolution** (Marketing /Customer Service Track)

Location: *Spruce 1, Level 1*

In response to the rise of robocalls in 2018, there are some great efforts recently underway that will pay dividends to consumers in 2019. Understand what the FCC is asking from carriers and how that will impact the CCA members and their subscribers. This discussion will cover STIR/SHAKEN and how bad actors will likely change their tactics, how will enterprises try to bring trust back into voice calling and what CCA members can do to prepare for the next phase of the robocall revolution.

Joe Weeden, VP, Product Management, Metaswitch

3:00pm – 3:50pm   Session 304: Midterm Pitstop: Policy Goals for the Administration, FCC, and Newly-Elected Congress – (Policy Track)

Location: Spruce 2, Level 1

Mid-term elections have swept a different dynamic to Washington, and introduce a year where competitive communications issues are at the forefront of policymakers' agendas. Get up to speed on how old debates and new perspectives will combine in a changing political landscape as panelists provide an overview of the hottest policy targets for 2019, and how competitive policies – including infrastructure deployment, access to spectrum and federal funding, network resiliency initiatives, and public safety issues – will be impacted.

Kelly Hill, Reporter, RCR Wireless – moderator

4:00pm – 6:00pm   Exhibit Hall Reception
Location: Aurora Hall 1, Level 2

6:00pm – 8:00pm   Exhibitor Move-out