

# Broadband Services 2019 Seminar Agenda

Charleston Marriott | 170 Lockwood Boulevard | Charleston, SC 29403

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Monday – Tuesday, April 1 - 2: ResearchFirst Telco TV Marketing Symposium (*separate event*)

Tuesday, April 2: BMMA 2019 Annual Meeting (*separate event*)

**Tuesday, April 2, 6:00 – 7:30 pm: Broadband 2019 Seminar Welcome & Networking Reception – Courtyard**

Followed by dinner on your own

**Wednesday, April 3**

8:00 a.m. **Full Breakfast & Networking**

**Yellow Topaz Room**

**Blue Topaz Room**

**Theme 1: Driving Success in Broadband Business**

9:00 Welcome Introductions & BB User Experience Overview Ellis Hill, ResearchFirst

9:45 From Service to Experience; a Cultural Transformation Roger Lewis, GVTC

**10:30 Break**

**1. User Experience: Research/Learn & Decide**

10:45 How to Help Customers Find the Right Product Warren Trochimchuk, Tbaytel

11:30 How to effectively grow ARPU through tier migration PerfTech & Open Vault

**12:00 Lunch** **Blue Topaz Room**

**2. Purchase**

1:00 p.m. HSI Pricing Strategies TBD

1:30 Online Sales Channel Best Practices & Issues Panel John Hill, GVTC; ++

**3. Install**

2:15 Operationalizing IoT: Preparing field techs and the business for IoT Eric Wolbach, RFI

2:45 Day 1 Wrap-up Stan Romero, ResearchFirst

**3:00 Sponsored Networking Activity & Evening Events**

**Thursday, April 4**

8:00 a.m. **Full Breakfast & Networking**

**Yellow Topaz Room**

**Blue Topaz Room**

**4. Use/Experience**

9:00 The Whole Home WiFi User experience Michael Gondar, Actiontec

9:30 Become Your Customer's Central Digital ID Lisa Engelke, Synacor

**10:00 Break**

10:15 How to Mesh the BB & Security User Experience Kelly Champagne, F-Secure

**5. Support**

10:45 Retention Strategies Panel Liz H., CBT; Allan P., Windstream, Tina VZ, TDS

11:30 Proactive churn reduction techniques Jake Sailana, Zyxel

**12:00 Lunch** **Blue Topaz Room**

1:00 Turning the Telco Tide: A Case Study in Reversing 6 Years of HSI Customer Loss Brian Ragsdale, Windstream

**Theme 2 - Changing Market Dynamics**

1:30 p.m. 5G threats/ opportunities for Telcos Awaiting Approval

2:00 XGS-PON & NG-PON2: Transforming the Access Network Juan Vela, Calix

2:30 Self-Install / Remote Help Panel Awaiting Approval; Eric W, RFI; Luay T, App Direct

**3:15 Break**

3:30 Marketing VAS & IoT Chris Benzinger, Cincinnati Bell

4:15 Formalizing an IoT Strategy for ISPs Kyle Ward, TDS

4:45 Day 2 Wrap-up Stan Romero, ResearchFirst

**5:30 – 7 pm Networking Happy Hour – Courtyard - followed by dinner on your own**

**Friday, April 5**

8:00 a.m. **Full Breakfast & Networking**  
9:00 Google vs. Amazon—the battle for the home  
9:45 Marketing Whole Home Networks  
**10:30 Break & Hotel Checkout**  
11:00 Pressing HSI Marketing Issues Roundtable  
Topics/Issues requested by attendees  
11:45 Wrap-up, Cash Drawing & End of Seminar  
**12:00 End of Seminar**

**Yellow Topaz Room**

**Blue Topaz Room**

Matt Apps, SupraNet  
TBD

Stan Romero, ResearchFirst

Ellis Hill, ResearchFirst