

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 Jane Christ, PerfTech; Josh Barstow, OpenVault

12:00 Lunch *Blue Topaz Room*

2. Purchase

1:00 p.m. HSI Pricing Strategies Jack Smith, North State

1:30 Online Sales Channel Best Practices & Issues Panel John H, GVTC; Brian R, Windstream, Ryan S, RFI

3. Install

2:15 Operationalizing IoT: Defining the IoT Customer Eric Wolbach, RFI

Experience and Go to Market Plan for IoT

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

3:00 Sponsored Networking Activity & Evening Events

Yellow Topaz Room

Blue Topaz Room

Thursday, April 4

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

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 Tina VZ, TDS; Allan P, Windstream, Liz H, CBT

11:30 From "Available" to "Trusted" Technology Experts Jake Sailana, Zyxel

12:00 Lunch *Blue Topaz Room*

1:00 Turning the Telco Tide: A Case Study in Brian Ragsdale, Windstream

Reversing 6 Years of HSI Customer Loss

Theme 2 - Changing Market Dynamics

1:30 p.m. 5G threats/ opportunities for Telcos Fayyaz Patwa, Nokia

2:15 XGS-PON & NG-PON2: Transforming the Access Network Juan Vela, Calix

2:45 Self-Install / Remote Help Panel Eric W, RFI; Jonathan B, MTA; Luay T, App Direct

3:30 Break

3:45 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



Broadband Services 2019 Seminar Agenda (Continued)

Friday, April 5

8:00 a.m.	Full Breakfast & Networking	Yellow Topaz Room
9:00	Google vs. Amazon—the battle for the home	Blue Topaz Room
9:45	Break & Hotel Checkout	Matt Apps, SupraNet
10:15	Pressing HSI Marketing Issues Roundtable Topics/Issues requested by attendees	Stan Romero, ResearchFirst
11:15	Wrap-up, Cash Drawing & End of Seminar	Ellis Hill, ResearchFirst
11:30	End of Seminar	