

**Presentation:** Tbaytel's Project Lightning

In 2017, Tbaytel underwent a substantial fibre expansion outside of its traditional serving area to the town of Fort Frances, with a population of 7,500, located 350 km (220 miles) west of Thunder Bay. Known as 'Project Lightning' within the organization, it was Tbaytel's intent to light up the entire town of Fort Frances with Fibre Internet, TV, Phone, and Security at time of launch, as opposed to a traditional gradual fibre roll out. This presentation will provide an overview of the project scope, as well as the marketing strategy that was designed to keep customers attentive throughout the year and build momentum leading up to the November 1, 2017 launch day. "Project Lightning" won the 2018 BMMA Best in Class Award in the Provider Marketing category.

**Presenter:** Warren Trochimchuk, Product Marketing Specialist – Internet & Wireline, Tbaytel



Warren has been working at Tbaytel for over seven years. He started working at Tbaytel's corporate retail store while attending university as a sales associate and has since held six different positions impacting all five of Tbaytel's services – Internet, TV, Phone, Security, and Mobility. In Warren's current role, he is responsible for developing product, pricing and promotional strategies for Tbaytel's Internet and Wireline services, including Fibre expansion.

Warren is a graduate with honours from Confederation College in Marketing and has a degree in Business from Lakehead University.

Warren is an avid sports fan and can be found playing golf and baseball in the summer or playing fantasy sports all year round.