

Virtual Broadband Services 2021 Seminar Agenda

~ Thanks to our Event Sponsors ~



Tuesday, May 4 (All times are EDT)

1:00 p.m. Welcome, Introductions & Market Overview

Ellis Hill, ResearchFirst

Marketing

1:30 Effectively Using Marketing Analytics

Kerry Youngren, MTA

2:00 Leveraging CTV advertising for acquisition,
upsell & retention

Hamid Qayyum, Stirista

2:30 Break

3:00 Boost your marketing with geofencing and
digital strategies

Maria Claudia Redd, GVTC

Product

3:30 Incorporating VAS bundles in SMB Pricing

James Backus, Cincinnati Bell

4:00 Protecting the Small Business's Online Footprint

Dmitri Vellikok, F-Secure

4:30 Day 1 Wrap-up

Stan Romero, ResearchFirst

5:00 Virtual Sponsored Networking Activity

Wednesday, May 5 (All times are EDT)

1:00 p.m. Succeeding in the MDU Market

Joe Kramschuster, TDS

1:30 Managed WiFi Learnings

Brian Ragsdale, Windstream

2:00 The Need for Enterprise-Level WiFi in the Home

Matt Apps, SupraNet

2:30 Break

3:00 How to Structure Internet Plans – Panel

Ken M., GVTC; Kelly S., CBT;
Angie A., BVT

IoT

4:00 Internet of Things: Why it's important to Kinetic

Mick Chambers & Derrick Nichols,
Windstream

4:30 Day 2 Wrap-up

Stan Romero, ResearchFirst

5:00 Virtual Sponsored Networking Activity

Thursday, May 6 (All times are EDT)

1:00 p.m. Post-Covid Learnings Roundtable

J. Babbitt, MTA & R. Lewis, GVTC

2:00 (Re)defining the Subscriber Experience

Matt Howard, Calix

2:30 Pressing HSI Marketing Issues Roundtable
Topics/Issues requested by attendees

Stan Romero, ResearchFirst

3:00 End of Seminar