




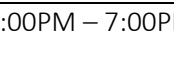





CCA's 2019 Annual Convention
 September 16 – 18, 2019
 Rhode Island Convention Center and Omni Providence Hotel
 Providence, Rhode Island


MONDAY, SEPTEMBER 16

12:00PM – 5:00 PM	<p style="text-align: center;">Registration Open</p> <p><i>Location: Ballroom Prefunction, 5th Floor</i></p>
12:00PM – 5:00PM	<p style="text-align: center;">Exhibit Hall Setup (Exhibitor Move-In)</p> <p><i>Location: Exhibit Hall C, 3rd Floor</i></p>
<p>1:00PM – 5:00PM <i>Separate Fee Applies.</i></p> <div style="display: flex; flex-direction: column; align-items: center;">       </div>	<p style="text-align: center;">Arrive and Drive: R1 Indoor Karting with CCA</p> <p style="text-align: center;"><i>Sponsored by: Ericsson, IDI Billing, Interop Technologies, Samsung, Sitetracker, Teltech</i></p> <p><i>Location: R1 Indoor Karting, 100 Higginson Ave, Lincoln, RI 02865</i></p> <p>Live your dreams of being a professional race car driver and kick-off CCA's Annual Convention at the R1 Indoor Karting race track! This unique event will give attendees the option to race one another in high voltage race carts on a state-of-the-art indoor track. All may participate and prizes will be awarded to the three fastest finishers. Not interested in racing but still a competitor? Billiards and bowling also will be available in CCA's private game room, along with food, drinks, and boundless networking opportunities!</p>
<p>5:00PM – 7:00PM</p> 	<p style="text-align: center;">Kick-Off Happy Hour</p> <p><i>Location: Union Station Brewery, 36 Exchange Terrace, Providence, RI</i></p> <p>Join fellow attendees and kick-off the convention at #CCA2019's welcome reception at Union Station Brewery, right next door to the Omni! Start the evening off with some drinks and mingling before heading out to explore Providence's food scene.</p> <p><i>Open to all CCA 2019 attendees. Must have badge to enter. Space is Limited.</i></p>

Agenda and speakers are subject to change without notice




TUESDAY, SEPTEMBER 17

7:00AM – 6:00PM	Registration Open <i>Location: Ballroom Prefunction, 5th Floor</i>
7:00AM – 10:30AM	Exhibit Hall Setup (Exhibitor Move-In) <i>Location: Exhibit Hall C, 3rd Floor</i>
7:15AM – 8:45AM Additional fee of \$50 	FierceWireless Executive Breakfast: Don't you 4G about me: 5G's prospects in rural areas <i>Sponsored by: T-Mobile</i> Location: Ballroom A, 5th Floor <p>Much of the hype around 5G has been city-centric, focused on millimeter-wave deployments that promise the fastest connections at the lowest latency—but which also require by far the densest cell-site installation. That flavor of 5G may not fly in all rural areas, so will 5G have to ride on lower frequencies? Will the results, services and payback be enough to leave rural customers content? And will those results include residential broadband at reasonable prices and without data caps? This panel will unpack those possibilities and discuss how carriers can meet these challenges.</p> <p>Rob Pegoraro, Freelance (Yahoo Finance/USA Today/etc) – moderator John Hunter, Senior Director, Engineering & Technology Policy, T-Mobile G.S. Sickand, VP and Chief Technology Officer, Ericsson Craig Sparks, Chief Innovation Officer, C Spire Susan Welsh de Grimaldo, Director, Strategy Analytics</p>
9:00AM – 9:50AM	CCA Annual Meeting <i>Location: Ballroom A, 5th Floor</i>



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<p>10:00AM – 12:00PM</p> 	<p style="text-align: center;">Award Solutions Training Session</p> <p><i>Location:</i> Room 550, 5th Floor</p> <p>10:00AM – 12:00PM Award Solutions 5G Educational Program</p> <p>10:00AM – 11:00AM Part I: A Definitive Guide to 5G, plus New Spectrum Update!</p> <p>Designed for leaders in wireless, this Award Solutions’ educational session delves into all things 5G. You’ll learn what 5G brings to the table, describing its key features, benefits, use-cases, and timelines. This session also covers 5G’s impact to existing networks and some eye-opening nuances of 5G that competitive carriers need to know today. You’ll also learn why spectrum is so important in 5G networks, and get a fresh industry update on recent 5G spectrum progress.</p> <p>11:00AM – 12:00PM Part II: The 5G Integration Experience – Denver Encore!</p> <p>This highly-interactive 5G experience from Award Solutions offers lasting and memorable insights to building out 5G networks. 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 encore session from Denver has been enhanced to also include Multi-Access Edge Computing (MEC).</p> <p><u>Top five things people will get from attending:</u></p> <ol style="list-style-type: none"> 1. 5G key features, benefits and timelines 2. The building blocks and steps to prepare for successful 5G rollouts 3. The performance requirements and key considerations for 5G use cases 4. How to overcome the challenges of integrating 5G into existing LTE networks 5. The challenges and opportunities of Multi-Access Edge Computing (MEC) <p><i>Mark Harms</i>, Senior Consultant, Award Solutions – moderator</p>
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10:00AM – 11:30AM	<p>CTO Forum</p> <p><i>Location: Room 557, 5th Floor</i></p> <p><i>This meeting is for CCA carrier members only and is open to CTOs or individuals that are involved in engineering or network development.</i></p>
10:00AM – 12:00PM	<p>Carrier CFO Meeting</p> <p><i>Location: Room 554A, 5th Floor</i></p> <p><i>This meeting is for CCA carrier members only and is open to CFOs or individuals that manage a carrier member's finances.</i></p>
10:00AM – 10:45AM 	<p>Sponsored Seminar 1:</p> <p>Let's Collaborate to Make America's Communication Networks Safer</p> <p><i>Content Sponsored by: Huawei</i></p> <p><i>Location: Room 551, 5th Floor</i></p> <p>Cybersecurity threats aren't restricted to specific borders or countries – they are as widespread as the networks that connect the world. Real security – that is effective and comprehensive – must be rooted in trust through verification. To build a system that everyone can trust, there's a need for aligned responsibilities, unified standards, clear regulation, and collaboration between governments and the tech and telecom sectors. Only then can real cybersecurity be achieved, because that's the only way to ensure the security of the supply chain.</p>
10:00AM – 10:45AM 	<p>Sponsored Seminar 2:</p> <p>Changing the 4G and 5G RAN Deployment Economics</p> <p>Paradigm with OpenRAN</p> <p><i>Content Sponsored by: Parallel Wireless</i></p> <p><i>Location: Room 552, 5th Floor</i></p> <p><i>Steve Libbey, VP of Sales, Parallel Wireless</i></p>

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cca

ANNUAL CONVENTION

PROVIDENCE, RHODE ISLAND

SEPTEMBER 16-18, 2019

<p>10:00AM – 10:45AM</p> 	<p>Sponsored Seminar 3: Reliably Connect More People and Things in More Places <i>Content Sponsored by: Intelsat</i></p> <p>Location: Room 553, 5th Floor</p> <p>According to the FCC, “mobile wireless services are an important and increasingly prevalent part of Americans’ daily lives, and competition in the provision of mobile wireless services drives innovation and investment to the ultimate benefit of the American people and economy.” However, there are still many 4G LTE coverage gaps around the country today, especially in rural areas. In fact, 11% of the nation’s road miles still have no 4G LTE coverage. This is largely due to economic challenges in building out coverage in these rural and hard-to-reach areas using traditional approaches. But there are reliable, efficient and economical alternative approaches to building out coverage that can be added to a mobile operator’s network planning strategy. In this session, we will explore alternative approaches to reaching more people and things in more places across the country, and ensuring subscribers in existing coverage areas stay connected during outages.</p> <p>Todd Cotts, Sr. Product Marketing Manager, Intelsat</p>
<p>11:00AM – 11:45AM</p> 	<p>Sponsored Seminar 4: Managing Quality: Unification & Integrating the Supply Chain <i>Content Sponsored by: Region Authority</i></p> <p>Location: Room 551, 5th Floor</p> <p>Shuayb Greenway, Founder / Director, Region Authority</p>
<p>11:00AM – 11:45AM</p> 	<p>Sponsored Seminar 5: 5G is here! How will you monetize it? <i>Content Sponsored by: Syniverse</i></p> <p>Location: Room 552, 5th Floor</p> <p>Mobile Operators are deploying 5G networks globally. The networks will be faster and bring much needed capacity and flexibility. To monetize these new capabilities, Mobile Operators must look beyond generic consumer data plans and deploy new enterprise services and innovative consumer offerings. New ecosystems need to be formed and new partnerships need to be struck. We will explore some leading use cases and the pieces that need to be put in place.</p>


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	<i>David Hassman, Vice President, Corporate Development & Strategy</i>
11:00AM – 11:45AM 	<p align="center">Sponsored Seminar 6: Network Slicing for 5G</p> <p align="center"><i>Content Sponsored by: ECI Telecom</i></p> <p>Location: Room 553, 5th Floor</p> <p>5G enables a host of exciting new and even futuristic applications that go beyond traditional mobile broadband. Network slicing – the ability to create isolated virtual networks from a single infrastructure - will be essential in making those applications a reality. This panel discusses the business, application, and deployment drivers for slicing and explains key enabling technologies for slicing across transport, mobility, and management and orchestration domains. This panel offers service provider, mobile equipment vendor and transport equipment vendor perspectives.</p> <p>Susan Welsh de Grimaldo, Director, Strategy Analytics - moderator Sam Lisle, Director of Business Development, ECI Telecom Craig Sparks, Chief Innovation Officer, C.Spire G.S. Sickand, VP and Chief Technology Officer, Ericsson</p>
11:45PM – 1:15PM     	<p align="center">Keynote Luncheon</p> <p>Location: Ballroom A, 5th Floor</p> <p>11:50pm – 12:10pm The Synergies Between Wireless and Cable Steven K. Berry, President & CEO, CCA David Heimbach, ACA Connects Board Member and EVP and COO, Shentel Willy Pirtle, CCA Chairman of the Board and SVP, Sales and Marketing, Shentel Matthew M. Polka, President & CEO, ACA Connects</p> <p>12:10pm – 12:30pm Remarks by FCC Commissioner Geoffrey Starks</p> <p>12:30pm – 12:45pm Maximizing 4G/5G Coexistence G.S. Sickand, VP and Chief Technology Officer – Regional Carriers, Ericsson Mike Dano, Editorial Director, 5G & Mobile Strategies, Light Reading - moderator</p>


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 	<p>12:45pm – 1:00pm RCS: A Catalyst for Carrier Change Josh Wigginton, VP of Product Management, Interop Technologies Mike Dano, Editorial Director, 5G & Mobile Strategies, Light Reading – moderator</p> <p>1:00pm – 1:15pm Remarks by FCC Commissioner Brendan Carr</p>
<p>1:15PM – 1:30PM</p>	<p>Associate Member Meeting Location: Exhibit Hall C, 3rd Floor</p>
<p>1:30PM – 6:00PM</p>	<p>Exhibit Hall Open Location: Exhibit Hall C, 3rd Floor</p>
<p>1:30PM – 3:00PM</p>	<p>Business Innovation Group (BIG) Meeting Location: Room 557, 5th Floor</p> <p><i>This meeting is open to CCA carrier members only.</i></p>
<p>2:00PM – 2:45PM</p> 	<p>Sponsored Seminar 7: Restoring Trust in Voice - A Deeper Dive Content Sponsored by: TNS</p> <p>Location: Room 550, 5th Floor</p> <p>Confused about the recent FCC announcements on blocking calls with safe harbor and where to begin? Our experts will help you weave through the FCC Notice of Proposed Rulemaking, Declaratory Ruling and the recent SHAKEN/STIR Robocalling Summit at the FCC. Learn what the tier 1 carriers are doing to combat the scourge of robocalls and more importantly what small, medium and large CCA members are doing with their robocall detection implementations in trying to restore trust in the voice ecosystem.</p> <p>David Kaemmer, TNS, Vice President of Sales and Business Development Lavinia Kennedy, TNS, Director of Product Management</p>

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<p>2:00PM – 2:45PM</p> 	<p>Sponsored Seminar 8: Moving to the 5G Ran World <i>Content Sponsored by: Mavenir</i></p> <p><i>Location:</i> Room 551, 5th Floor</p> <p><i>Key Takeaways:</i></p> <ul style="list-style-type: none"> • Why/How OpenRAN • Moving the network to the edge • Essential ingredients of a successful 5G business case <p><i>John Baker, Senior Vice President, Business Development, Mavenir</i></p>
<p>2:00PM – 2:45PM</p> 	<p>Sponsored Seminar 9: How Commercial Location Technology Can Be Utilized For Better 911 Locations <i>Content Sponsored by: Intrado</i></p> <p><i>Location:</i> Room 552, 5th Floor</p> <p>The challenge of finding wireless 9-1-1 callers is now being met with new handset-based technologies (aka device based hybrid locations). These solutions make it possible for carriers to derive a 9-1-1 caller's location directly from the mobile device and has critical implications for emergency services including better 9-1-1 call routing, faster fix on caller location and faster delivery of critical location information to public safety. Join Nora Ligrani, Sr. Product Manager with Intrado, for an exciting glimpse at the innovations that are changing how quickly and accurately we can determine a 9-1-1 caller's location. How commercial location technology can be utilized for better 911 locations in both urban and rural areas to help improve carrier FCC 4th Report and Order accuracy reporting coming in April 2020 and beyond. Nora will share:</p> <ul style="list-style-type: none"> • How handset-based technologies work with existing network location to determine the most probable location of 9-1-1 callers • The impact these new solutions will have on carriers and PSAPs • How commercial location technology can be utilized for 911 call routing in rural areas. <p>Discussion of how this technology is currently deployed in production and a high level discussion on real world results and impact on overall accuracy for FCC reporting.</p> <p><i>Nora Ligrani, Sr. Product Manager, Intrado</i></p>




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<p>2:00PM – 2:45PM</p> <p>Raycap</p>	<p>Sponsored Seminar 10: Challenges of Concealing mmWave in New 5G Networks</p> <p><i>Content Sponsored by: Raycap</i></p> <p>Location: Room 553, 5th Floor</p> <p>For the next generation of wireless deployments, small cell sites will be widely installed for network densification purposes. These new networks will use 5G mmWave radios (28 GHz + 39 GHz) and their associated MIMO beam forming antenna systems, and require a dense infrastructure of many thousands more small cells than exist in the present day infrastructure. When placed in a community's right-of-way, a concealment solution may often be necessary in order to hide radios in applications such as utility poles, street light poles, rooftop screen walls, chimneys, etc. This presents a challenge for municipalities and carriers when developing these networks because suitable concealment materials have been elusive. However that is changing and a panel discussion about this challenge and the breakthroughs available now could be of real benefit to attendees at Competitive Carriers Assn. (CCA) Expo '19.</p> <p>We envision a presentation by an expert on the Raycap STEALTH staff, and informative Q&A discussion of the issues involved, including why these radios need to be deployed, how they are different than before, how they are vulnerable, and how much and the type of testing that is needed in order to provide solutions.</p> <p>Trey Nemeth, General Manager, Raycap-STEALTH</p>
<p>3:00PM – 3:45PM</p> <p>ERICSSON</p>	<p>Sponsored Seminar 11:</p> <p>Making the switch to 5G: 5 reasons rural communities need 5G now</p> <p><i>Content Sponsored by: Ericsson</i></p> <p>Location: Room 550, 5th Floor</p> <p>Many people are talking about the tremendous benefits that 5G will bring to both consumers and businesses. But most of that conversation around business cases has been focused on urban areas utilizing millimeter wave spectrum. What about the more rural areas of the country? What is their opportunity, if any, to join the 5G party?</p>

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	<p>In this seminar we'll discuss the key business drivers of 5G for rural operators, and why they need to start looking at them now. We'll be looking at the potential business cases for both consumer and business, including consumer interest, difficulty of implementation and cost. In addition, we'll look at the special challenges 5G has in a more rural setting and how regional operators can best leverage the capabilities and spectrum available to them to maximize their business opportunity.</p> <p><i>Peter Linder, Head of 5G Marketing, Ericsson North America</i></p>
<p>3:00PM – 3:45PM</p> 	<p>Sponsored Seminar 12: Securing Identity in Carrier Networks.</p> <p><i>Content Sponsored by: Ribbon Communications</i></p> <p><i>Location: Room 551, 5th Floor</i></p> <p>In this presentation we'll discuss the roles and interactions of emerging standards, big data analytics and third-party services to construct and monetize a framework for securing user identity.</p> <p><i>Kevin Riley, CTO & EVP, Advanced R&D, Ribbon Communications</i></p>
<p>3:00PM – 3:45PM</p> 	<p>Sponsored Seminar 13:</p> <p>Cost-Effective, Scalable 5G Solutions - the fastest to path to monetization.</p> <p><i>Content Sponsored by: Airspan Networks</i></p> <p><i>Location: Room 552, 5th Floor</i></p>
<p>3:00PM – 3:45PM</p> 	<p>Sponsored Seminar 14: Cable Solutions for 5G CBRS & LAA Bands</p> <p><i>Content Sponsored by: Eupen Cable</i></p> <p><i>Location: Room 553, 5th Floor</i></p> <p><i>Joe Bongiorno, RF Engineer, Eupen Cable</i></p>
<p>3:00PM – 5:00PM</p>	<p>CMO Meeting</p> <p><i>Location: Room 557, 5th Floor</i></p>

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	<i>This meeting is for CCA members only and is intended for marketing executives, directors, and managers.</i>
4:00PM – 6:00PM	Exhibit Hall Happy Hour <i>Location: Exhibit Hall C, 3rd Floor</i>

WEDNESDAY, SEPTEMBER 18

8:00AM – 5:00PM	Registration Open <i>Location: Ballroom Prefunction, 5th Floor</i>
8:30AM – 9:00AM 	Networking Breakfast <i>Sponsored by: Sprint</i> <i>Location: Ballroom A, 5th Floor</i>
9:00AM – 9:45AM  	Keynotes and Annual Achievement Awards Presentation <i>Location: Ballroom A, 5th Floor</i> 9:00am – 9:15am <i>Annual Achievement Awards Presentation</i> 9:15am – 9:30am “Societal Impact of Industrial IoT” Dr. Theodore (Tod) Sizer , VP of Smart Optical Fabric and Device Research, Nokia Bell Labs 9:30am – 9:45am “Restoring Trust in Voice” Mike Keegan , CEO, Transaction Network Services
10:00AM – 10:50AM	Session 101: B2B / SMB Sales Strategies <i>Location: Room 550, 5th Floor</i> Come and learn how to drive incremental revenues, improve retention, and increase new activations in the B2B / SMB space. You will become more familiar with current best practices on prospecting, networking, and follow-up with potential clients. In

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<p>BUSINESS DEVELOPMENT TRACK</p>	<p>addition, our panelists will cover the important difference in solution selling as it relates to the B2B / SMB side of the business.</p> <p>Jon Mikow, Vice President – Wireless, Fortegra - moderator</p> <p>Bob Lafon, Global Director of Mobility, Dynamic Lifecycle Innovations</p> <p>Joe Torraca, Regional Commercial VP, RCN</p> <p><u>Key Takeaways:</u></p> <ol style="list-style-type: none"> 1. Value of solution selling beyond the handset 2. Modern B2B selling methods
<p>10:00AM – 10:50AM</p> <p>TECHNICAL TRACK</p>	<p>Session 102: Preparing for 5G</p> <p>Location: Room 551, 5th Floor</p> <p>5G is here, and competitive carriers must be poised to compete to maintain their position in the marketplace and meet the ever-growing customer demand. In this session, attendees will get an update on where 5G is today, what they should be thinking about, and how they should be preparing their networks for 5G.</p> <p>Mark Harms, Senior Consultant, Award Solutions – moderator</p> <p>Steve Libbey, VP of Sales, Parallel Wireless</p> <p>Kurt Johnson, Sr. Director – SA3, U.S. Cellular</p> <p>G.S. Sickand, VP and Chief Technology Officer, Ericsson</p> <p>Craig Sparks, Chief Innovation Officer, C Spire</p> <p><u>Key Takeaways:</u></p> <ol style="list-style-type: none"> 1. 5G use cases for rural carriers 2. Hype verses reality 3. Update on the current status of 5G
<p>10:00AM – 10:50AM</p> <p>CUSTOMER EXPERIENCE & MARKETING TRACK</p>	<p>Session 103: SWIPE! Steal With Integrity Pride and Excellence</p> <p>Location: Room 552, 5th Floor</p> <p>Bring your Best-In-Show ideas to this group speed dating-style session! We'll share in small groups and SWIPE ideas from fellow carriers to walk away with fresh, new concepts to bring back to YOUR team and business. 5-minute discussion topics will include Best social media campaign, Best promotional event, Best motivational tactics for sales teams, Best vendor you do business with, Best way to get feedback from your customers, and more! Bring your business cards, share your experience and be ready to SWIPE from others.</p>

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<p>10:00AM – 10:50AM</p> <p>POLICY AND TRENDS TRACK</p>	<p>Session 104: Convergence and Competition: The Role of Wireless Networks in an Evolving Communications Landscape</p> <p><i>Location: Room 553, 5th Floor</i></p> <p>Technological advances continue to blur traditional lines between different types of networks, and further between networks and content. Next-generation 5G services promise to unleash greater potential as innovators leverage improvements in speed, capacity, and latency. In addition, consumers increasingly crave ubiquitous connectivity, and advanced services like the Internet of Things, artificial intelligence, and virtual reality are uniting the physical and digital worlds. Join panelists to hear how policy decisions today can ensure that robust wireless connectivity will continue to play a central role in our increasingly converged communications marketplace, and how recent policies from the FCC, Congress, and the Administration can ensure that CCA members are at the forefront of these exciting technological developments.</p> <p><i>Howard Buskirk, Executive Senior Editor, Communications Daily - moderator</i> <i>Kara Azocar, Regulatory Counsel, Federal Affairs, GCI</i> <i>David Goldman, Director of Satellite Policy, SpaceX</i> <i>Rob Shema, EVP Member Services & Finance, ACA Connects</i> <i>Todd Spraggins, Strategy Director, Oracle Communications</i></p>
<p>11:00AM – 11:50AM</p> <p>BUSINESS DEVELOPMENT TRACK</p>	<p>Session 201: Digital Transformation from Vision to Action</p> <p><i>Location: Room 550, 5th Floor</i></p> <p>What does digital transformation really mean? Companies committed to digital transformation are using a variety of technologies to quickly make more insightful, strategic decisions. With volumes of data at their fingertips, network operators are uniquely positioned to reap the benefits of digital transformation through data-driven insights. Join this panel of experts as they discuss their digital strategies and how digital transformation has helped them create a smarter, digital workplace.</p> <p><i>Mark Harms, Senior Consultant, Award Solutions – moderator</i> <i>Brandon Krebs, Carrier Strategy, iQmetrix</i> <i>Willy Pirtle, SVP, Sales & Marketing, Shentel</i> <i>Bob Sobiek, President, RFAntalytic</i> <i>Prakash Suman, Director of Analytics and Automation, U.S. Cellular</i></p>

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	<p><u>Key Takeaways:</u></p> <ol style="list-style-type: none"> 1. How to glean insights from data to improve the customer experience, reduce operational costs, and overcome business challenges 2. How to leverage data and process automation to improve strategic thinking and reduce repetitive tasks 3. How to find actionable insights using common visualization tools
<p>11:00AM – 11:50AM</p> <p>TECHNICAL TRACK</p>	<p>Session 202: Maximizing the Potential of Fixed Wireless for Regional Carriers</p> <p><i>Location: Room 551, 5th Floor</i></p> <p>Fixed wireless offers a real solution for carriers to bring next-generation technologies to customers. Join this session to learn about the market opportunity for FWA, different options for deployment and how to maximize the return on your investment.</p> <p><i>Diana Goovaerts, US Editor, Mobile World Live</i></p> <p><i>Paul Anuszkiewicz, VP Carrier Solutions, Federated Wireless</i></p> <p><i>Jason Guzzo, General Manager, Hudson Valley Wireless</i></p> <p><i>Rick Harnish, Director of WISP Markets, Baicells Technologies</i></p> <p><i>David Tews, President, Indigo Wireless</i></p> <p><u>Key Takeaways:</u></p> <ol style="list-style-type: none"> 1. Spectrum decisions – licensed verses unlicensed and the importance of CBRS 2. Technology options 3. Business models
<p>11:00AM – 11:50AM</p> <p>CUSTOMER EXPERIENCE & MARKETING TRACK</p>	<p>Session 203: Digital Marketing Trends</p> <p><i>Location: Room 552, 5th Floor</i></p> <p>The customer experience is king! In today's world, that means carriers must prepare for digital-first customer brand engagement. In this session, attendees will learn how to use data-driven insights and planning to implement successful marketing strategies across the entire customer life cycle. Specific case-studies will highlight trends and best practices in digital engagement.</p> <p><i>Lisa Murray, Senior Manager, Integrated Marketing Communications, Interop Technologies - moderator</i></p> <p><i>Evan Barocas, Director of Media Operations, T-Mobile</i></p> <p><i>Gavin Macomber, SVP, Marketing, First Orion</i></p> <p><i>Diane Quennoz, SVP, Marketing & Customer Experience, Vyve Broadband</i></p>

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	<p><u>Key Takeaways:</u></p> <ol style="list-style-type: none"> 1. Identifying and interpreting key customer insights 2. Creating a strategic plan to accomplish your goals 3. Best practices for testing and measuring success
<p>11:00AM – 11:50AM</p> <p>POLICY AND TRENDS TRACK</p>	<p>Session 204: Stuck in the Middle with You: Mid-Band Spectrum Needs for Next-Generation Networks</p> <p><i>Location: Room 553, 5th Floor</i></p> <p>Spectrum is the invisible infrastructure that drives next-generation networks and never-before-seen technologies. To account for consumers’ increasing demand for 5G services, the FCC, Congress, and the Administration are vigorously working to free-up a variety of spectrum, with a particular recent focus on mid-band frequencies. Join panelists as they discuss the particular benefits of mid-band spectrum, including spectrum in the 3.7-4.2 GHz, 3.5 GHz, and 2.5 GHz bands, and ways to overcome potential deployment challenges with unique strategies and opportunities.</p> <p><i>Paul Kirby, Senior Editor, TR Daily – moderator</i> <i>Will Adams, Legal Advisor, Federal Communications Commission</i> <i>John Hunter, Senior Director, Engineering & Technology Policy, T-Mobile</i> <i>Ross Lieberman, SVP of Government Affairs, ACA Connects</i></p>
<p>12:00PM – 2:15PM</p>	<p>Exhibit Hall Open (Lunch is Served)</p> <p><i>Location: Exhibit Hall C, 3rd Floor</i></p>
<p>12:15PM – 2:15PM</p>	<p>Board of Directors Meeting</p>
<p>2:30PM – 3:20PM</p> <p>BUSINESS DEVELOPMENT TRACK</p>	<p>Session 301: Innovative New Products and Services for Carriers</p> <p><i>Location: Room 550, 5th Floor</i></p> <p>The lives of today’s subscribers have been digitally transformed by the Wireless technological advances of the last decade. Yet this transformation has had some negative impact on carrier’s traditional voice and data services and core revenue streams. Rural and regional carriers today must take advantage of new business opportunities, redefine their product and service delivery, and meet new high consumer demands for data. As well as navigate these new applications, services and</p>

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	<p>industries that require robust, efficient and agile network infrastructure and technologies.</p> <p>Mark Clare, Senior Director of Account Management & Training, Brightstar Corp - moderator</p> <p>Nic Beining, Director of Product Management at Cellcom</p> <p>David Debrecht, Head of 5G Technology & Innovation, Nokia</p> <p>Eric Morhenn, VP, Commercial, LotusFlare</p> <p><u>Key Takeaways:</u></p> <ol style="list-style-type: none"> 1. Learn about new business opportunities to distinguish your brand 2. Discover how to become more agile and enable rapid deployment and monetization of new services and applications 3. Identify new market segments to cultivate value, growth and revenue (i.e. Public safety, Energy, Transportation, Private enterprises, IOT) 4. Reclaim and maintain customer loyalty using new tools, applications and services for engagement
<p>2:30PM – 3:20PM</p> <p>TECHNICAL TRACK</p>	<p>Session 302: Using Analytics to Improve Customer Experience</p> <p>Location: Room 551, 5th Floor</p> <p>Positive customer experience is driven by excellent network performance. This session will review how to derive insights and avoid getting overwhelmed by data. Getting the right insights from data is critical to understanding your customer's true experience and the level of impact to your business, and will help prioritizing initiatives based on ROI.</p> <p>Frank Danielson, SVP, ClearSky Technologies</p> <p>Andrew Gayle, COO, GTA</p> <p>Carlos Gonzalez, VP Orchestration & Analytics, Ericsson</p> <p>TJ Maan, General Manager, Enterprise Networks, Samsung Networks</p> <p><u>Key takeaways:</u></p> <ol style="list-style-type: none"> 1. E2E customer experience 2. VoLTE optimization 3. Proactive monitoring & insights

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<p>2:30PM – 3:20PM</p> <p>CUSTOMER EXPERIENCE & MARKETING TRACK</p>	<p>Session 303: Empowering the Employee</p> <p>Location: Room 552, 5th Floor</p> <p>In today's competitive environment, the importance of your front line of service and the customer experience are crucial to winning and retaining quality customers. It's time to rethink what we have "always done". Join our panel of experts to discuss best practices in empowering your employees to become your company's competitive advantage.</p> <p>Drew Logsdon, Marketing & Products Manager, Cellular One - moderator Bob Lafon, Global Director of Mobility, Dynamic Lifecycle Innovations Tom O. Hansen, CEO, ACCENT Ventures Karen Simmons, Commercial Director, Cellular One of NE AZ</p> <p><u>Key Takeaways:</u></p> <ol style="list-style-type: none"> 1. Tools to ensure you're attracting the right talent to accomplish your organizational mission 2. Ways to empower employees to make the right decisions in sales and service settings 3. Ideas to evaluate how actual company culture stacks up against leadership's expectation
<p>2:30PM – 3:20PM</p> <p>POLICY AND TRENDS TRACK</p>	<p>Session 304: Capitol Hill Update</p> <p>Location: Room 553, 5th Floor</p> <p>In the first nine months into the 116th Congress, Members of Congress have focused on several top issues that have a direct impact on competitive carriers, including broadband mapping, access to spectrum, robocalls, and infrastructure. Join panelists for an update on what has happened so far and what to expect from Congress in the coming months.</p> <p>Maribeth Collins, Senior Director of Legislative Affairs, CCA – moderator Ansley Erdel, EVP, Alpine Group Jim Goldwater, Director of Legislative and Regulatory Affairs, NATE Glenn Reynolds, Head of Government and Industry Relations, iConectiv</p>
<p>3:30PM – 5:30PM</p>	<p>Exhibit Hall Reception</p> <p>Location: Exhibit Hall C, 3rd Floor</p>

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5:30PM – 7:30PM	<p>Exhibitor Move-out</p> <p><i>Location: Exhibit Hall C, 3rd Floor</i></p>
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