



Customized Training Solutions for Telecommunications, Electric Power, and Cable Industries

**CANTO Marketing Forum Agenda**  
**August 14-15, 2014**  
**Atlantis, Nassau, Bahamas**

<b>Thursday</b> August 14	Continental Breakfast	--	7:45 am – 8:30 am
	<b>Welcome Activities</b>	<ul style="list-style-type: none"> <li>• Introductions via an interactive method</li> <li>• CANTO song with new video</li> <li>• Welcome by CANTO Board Member and CANTO Secretariat</li> </ul>	8:30 am – 9 am
	<b>Top ICT/Broadband Marketing Trends to Watch</b>	<ul style="list-style-type: none"> <li>• Interactive Group Breakouts and Presentations</li> </ul>	9 am – 10:30 am
	Coffee Break	--	10:30 am – 11 am
	<b>Creative Marketing in CALA (Swap Meet)</b>	<ul style="list-style-type: none"> <li>• Bring your latest, most creative marketing pieces to share with your peers.</li> <li>• We'll provide an area where you can showcase your materials and pick up ideas from others.</li> <li>• Plus, we'll have mini- presentations from each company who brings sample materials.</li> </ul>	11 am – 12 pm
	Lunch	--	12 pm – 1:15 pm
	<b>Social Media Best Practices in CALA</b>	<ul style="list-style-type: none"> <li>• Delegates share current / proposed social media best practices used by their organization</li> </ul>	1:15 pm – 2:45 pm
	Coffee Break	--	2:45 pm – 3:15 pm
	<b>Social Media Best Practices in CALA (Continued)</b>	<ul style="list-style-type: none"> <li>• See previous description</li> </ul>	3:15 pm – 4:30 pm
	<b>Wrap Up Activities</b>	<ul style="list-style-type: none"> <li>• Sharing of key highlights and start of Personal Action Plan</li> </ul>	4:30 pm – 5pm
	Welcome Reception	--	6 pm – 7:30 pm
<b>Friday</b> August 15	Continental Breakfast	--	7:45 am – 8:30 am
	<b>Icebreaker Activity</b>	<ul style="list-style-type: none"> <li>• Creative group experiential activity</li> </ul>	8:30 am – 9 am
	<b>Marketing in CALA Based on Cultural Uniqueness</b>	<ul style="list-style-type: none"> <li>• Group breakouts and case study presentations based on primary language by country               <ul style="list-style-type: none"> <li>○ Dutch</li> <li>○ Spanish</li> <li>○ English</li> <li>○ Papiamento</li> </ul> </li> </ul>	9 am – 10:45 am
	Coffee Break	--	10:45 am – 11:15 am
	<b>Marketing in the Face of Competition in CALA</b>	<ul style="list-style-type: none"> <li>• Identification and prioritization of major competitors</li> <li>• Group breakouts to identify competitive strengths and strategies to</li> </ul>	11:15 am – 12 pm



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		<ul style="list-style-type: none"> <li>overcome/outweigh them</li> <li>Group presentations</li> </ul>	
	Lunch	--	12 pm – 1:15 pm
	<b>Marketing in the Face of Competition in CALA (Continued)</b>	<ul style="list-style-type: none"> <li>See previous description</li> </ul>	1:15 am – 2:15 pm
	Coffee Break	--	2:15 pm – 2:45 pm
	<b>Curbside Consultations</b>	<p>Pull up a chair and join the conversation. These discussion groups provide opportunities to share ideas, ask questions and learn from peers. Every 20 minutes you can move to a new room. This format enables you to touch on topics that are of most interest to you, and provides a forum for you to connect with others who share your challenges and may offer ideas and solutions.</p> <p>Topics include:</p> <ul style="list-style-type: none"> <li>Bundling Strategies</li> <li>Customer Loyalty Programs</li> <li>Customer Service as a Marketing Tool</li> <li>Digital Marketing</li> <li>Selling New Products</li> <li>Social Media Solutions on a Budget</li> </ul>	2:45 pm – 4:30 pm
	<b>Closing Activities</b>	<ul style="list-style-type: none"> <li>Development of Personal Action Plan</li> <li>Ideas for 2015 CANTO Marketing Forum</li> <li>Feedback</li> <li>Concluding Remarks and Thanks by CANTO BOD member and Secretariat Representative</li> </ul>	4:30 pm – 5 pm