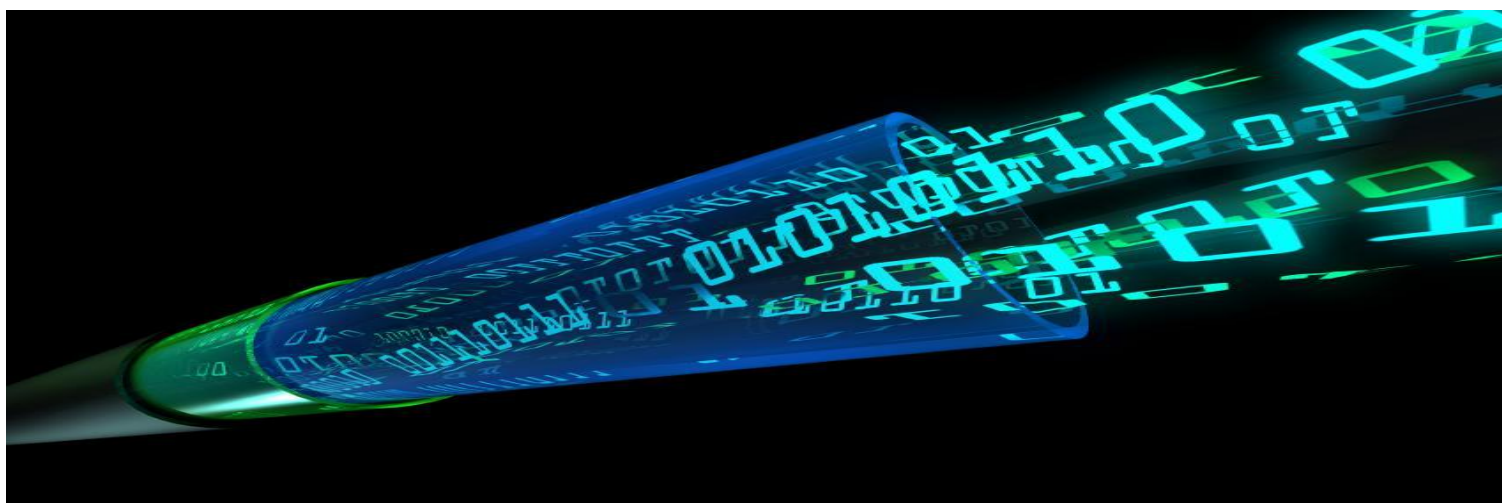




# **“STRATEGIC ALLIANCES FOR SUSTAINABLE BROADBAND DEVELOPMENT”**



**CANTO 30<sup>TH</sup> ANNUAL CONFERENCE & TRADE EXHIBITION**  
**10<sup>TH</sup> – 13<sup>TH</sup> AUGUST, 2014**

**CANTO 8<sup>TH</sup> ANNUAL HUMAN RESOURCE FORUM**  
**14<sup>TH</sup> – 15<sup>TH</sup> AUGUST, 2014**

**CANTO 1ST ANNUAL MARKETING FORUM**  
**14<sup>TH</sup> – 15<sup>TH</sup> AUGUST, 2014**

**ATLANTIS, PARADISE ISLAND**  
**THE COMMONWEALTH OF THE BAHAMAS**

*Celebrating 30 Years...*

## Saturday 9 August 2014

### CLOSED SESSION: CANTO BOARD OF DIRECTORS MEETING

10:00 am – 4:00 pm

Kronos

### CLOSED SESSION: CANTO BOARD OF DIRECTORS NETWORKING DINNER Sponsored by BTC

7:00 pm – 10:00 pm

## Sunday 10 August 2014

### CANTO COMMITTEE MEETINGS

9:00 am -12:00 am

Eros 1

Eros 2&3

Hermes 3

Hermes 1

Hermes 2

Eros 1

#### CANTO Committee Meetings

Marketing and Communications Committee Meeting - 9:00 am

Regulations and Emerging Technologies Committee Meeting - 10:00 am

Financial Advisory Committee Meeting – 10:00 am

Disaster Preparedness Committee Meeting – 11:00 am

Human Resource Committee Meeting - 10:00 am

Corporate Social Responsibility Committee Meeting – 11:00 am

### CLOSED SESSION: COMMITTEE CHAIRS LUNCHEON & PRESENTATION TO CANTO BOARD

12:00 – 1:30 pm

Kronos

Financial Advisory Committee

Marketing and Communications Committee

Regulations and Emerging Technologies Committee

Human Resource Committee

Disaster Preparedness Committee

Corporate Social Responsibility Committee

### PRESS CONFERENCE

3:00 – 4:00 PM

Eros 1

- **Chair: Ayanna Samuel, International ICT and Development Consultant and Technology Policy Specialist**
- Welcome Remarks, Regenie Fraser, CANTO
- Remarks on behalf of BTC
- Remarks, on behalf of CANTO, Dirk Currie, CANTO Chair
- WTISD presentation to William Mahla Jnr., Belize
- Vote of Thanks

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| OFFICIAL OPENING CEREMONY OF CANTO 2014                           |  |
|---|--|
| <b>6:00 – 7:30 pm</b><br><b>Grand Ballroom</b><br><b>AB&amp;C</b> | <p>Government Ministers, CANTO Executives, and Members, Officials of The Bahamas and other Dignitaries in attendance</p> <p>Opening Ceremony:</p> <ul style="list-style-type: none"> <li>• MC – Leon Williams, Chief Executive Officer, BTC Bahamas</li> <li>• Prelude Music - Her Majesty Prison Band</li> <li>• Presentation of National Flags</li> <li>• National Anthem of the Commonwealth of the Bahamas</li> <li>• Invocation - President of The Bahamas Christian Council / Reverend Ranford Patterson</li> <li>• CANTO Song</li> <li>• Pride and Passion in Innovation, Dr Earl Suttle Motivational Speaker</li> <li>• Welcome Remarks: Mr. Chris Dhering, Chairman &amp; Chief Marketing Officer, LIME</li> <li>• Remarks: Ms Regenie Fraser, Secretary General, CANTO</li> <li>• Remarks: Mr. Dirk Currie, Chairman, CANTO Board of Directors</li> <li>• Remarks: Dr. Hamadoun Toure, Secretary General, ITU</li> <li>• Remarks and Introduction of the Prime Minister: The Honorable Dr. Bernard J Nottage, MP and Minister of National Security</li> <li>• Official Address: The Right Honorable Perry Gladstone Christie, M.P. and Prime Minister and Minister of Finance of the Commonwealth of the Bahamas</li> <li>• Vote of Thanks: Helma Etnel, CANTO Director</li> <li>• Junkanoo Rush to Opening of Exhibition and Welcome Reception.</li> </ul> <p><i>Please follow direction of the MC for Junkanoo Rush.</i></p> |

|   |   |
|---|---|
| <b>7:30 – 9:00 pm</b><br><b>Imperial Ballroom</b><br><b>A,B &amp; E</b> | <b>RIBBON CUTTING, EXHIBITION VIEWING &amp; COCKTAIL RECEPTION</b><br><b>Sponsored by BTC</b> |
|---|---|

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## Monday 11 August 2014

### CLOSED SESSION: LIME SPONSORED Ministerial Breakfast Briefing

7:00 – 8:30 am  
Imperial Ballroom  
C&D

Chair: Regenie Fräser, Secretary General, CANTO

- Welcome, Dirk Currie, CANTO Chair
- BIIPAC Update, Ayanna Samuels, International ICT and Development Consultant and Technology Policy Specialist
- Feature Address, Martin Roos, CEO, LIME Caribbean

### CONFERENCE OPENING:

9:00 – 9:30 am  
Imperial Ballroom  
C&D

Chair: Charles Carter, CANTO Director

- Mitzi Miller, Editor in Chief, Ebony Magazine
- PJ Mara, Digicel Group Board Director
- Honourable Keith Mitchell, Prime Minister of Grenada and Minister with Responsibility for ICT in CARICOM

### Ministerial Roundtable: DIGICEL SPONSORED : Strategic Alliances for Sustainable Broadband Development

9:30 -11:00 am  
Imperial Ballroom  
C&D

Moderators: Dirk Currie, CANTO Chair & Karen Bevans, CANTO Vice Chair

- KEYNOTE: Clouding the Networked Society, Ericsson
- Hon. Mr. Evan Gumbs, Minister of Infrastructure, Communications, Utilities, Housing, Agriculture and Fisheries, **Anguilla**
- Hon. Mr. Ambrose George, Minister of Information, Telecommunications and Constituency Empowerment, **Commonwealth of Dominica**
- Hon. Mr. Phillip Paulwell, Minister of Science Technology Energy & Mining, **Jamaica**
- Hon. Mr. Charles Kirnon, Minister of Communications & Works, **Montserrat**
- Hon. Mr. James Fletcher, Minister for Public Service, Sustainable Development, Energy, Science & Technology, Information & Broadcasting, **St. Lucia**
- Dr. Jerrold Thompson, Director of Telecommunications, **St. Vincent & The Grenadines**
- Hon. Falisje Pinas, Minister of Transport, Communication and Tourism, **Suriname**

11:00 – 11:15 am  
Imperial Ballroom  
C&D

**COFFEE BREAK**  
Sponsored By:

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| Ministerial Roundtable: DIGICEL SPONSORED: Strategic Alliances for Sustainable Broadband Development |  |
|--|--|
| 11:15 am – 1:00 pm<br>Imperial Ballroom<br>C&D   | <p>Moderators: Dirk Currie, CANTO Chair &amp; Karen Bevans, CANTO Vice Chair</p> <ul style="list-style-type: none"> <li>• KEYNOTE – Huawei</li> <li>• Hon. Rupert Griffith, Minister of Science and Technology, <i>Trinidad and Tobago</i></li> <li>• Hon. George Lightbourne, Minister of Government Support Services, <i>Turks and Caicos</i></li> <li>• Hon. Alvin DaBreo, Minister of Communication, Works, Physical Development, Public Utilities, ICT and Community Development, <i>Grenada</i></li> <li>• Mr. Reginald Bourne, Telecommunications Officer, <i>Barbados</i></li> <li>• Hon. Ted Richardson, Minister of Tourism, Economic Affairs, Traffic and Telecommunication, <i>St. Maarten</i> (unconfirmed)</li> <li>• Hon. Melford Nicholas, Minister of State Information, Broadcasting &amp; Telecommunications, <i>Antigua/Barbuda</i> (unconfirmed)</li> </ul> |

|                                       |   |
|---------------------------------------|---|
| 1:00 – 2:00 pm<br>Imperial Ballroom E | <p><b>LUNCH</b></p> <p>Sponsored By: Mitel, Oberthur Technologies &amp; Facey Telecom</p> |
|---------------------------------------|---|

| Public/Private Sector Dialogue on CARICOM Single ICT Space |  |
|--|--|
| 2:00 – 4:00 pm<br>Imperial Ballroom<br>C&D                 | <p>First Meeting of Stakeholders to discuss how the region could collaborate on making the CARICOM Single ICT Space a reality</p> <ul style="list-style-type: none"> <li>• Chair: Hon. Keith Mitchell, Prime Minister of Grenada with responsibility for ICT in CARICOM</li> <li>• Introduction of Stakeholders</li> <li>• Opening Address &amp; Charge to Private Sector - Hon. Keith Mitchell, Prime Minister of Grenada with responsibility for ICT in CARICOM</li> <li>• CANTO's Response – Dirk Currie, Chairman, CANTO</li> <li>• C@ribNET and the CARICOM Single ICT Space –Kenneth Sylvester, CEO, Caribbean Knowledge &amp; Learning Network (CKLN)</li> <li>• Regional Operators Presentation <ul style="list-style-type: none"> <li>○ LIME (Chris Dehring, Chairman &amp; Chief Marketing Officer, LIME)</li> <li>○ Digicel (EJ Saunders, CEO Turks and Caicos)</li> <li>○ Columbus (Rhea Yaw Ching, Corporate Vice Sales and Marketing)</li> <li>○ Belize Telemedia Ltd (Rafael Marin, Chief Strategy Officer)</li> </ul> </li> <li>• Regulators Input</li> <li>• Open Floor</li> <li>• Establishment of Working Group</li> <li>• Signing of Nassau Statement on Public Private Sector Dialogue on CARICOM Single ICT Space by Hon. Keith Mitchell, Prime Minister of Grenada with responsibility for ICT in CARICOM and Dirk Currie, Chairman, CANTO</li> </ul> |

|  |  |
|--|--|
| 4:00 – 4:15 pm<br>Imperial Ballroom<br>C&D | <p><b>COFFEE BREAK</b></p> <p>Sponsored By: Juniper Networks</p> |
|--|--|

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| Connect the Caribbean Project of the Year                        |  |
|--|--|
| 4:15 – 5:00 pm<br><b>Imperial Ballroom</b><br><b>C&amp;D</b>     | <ul style="list-style-type: none"> <li>• St. Vincent &amp; the Grenadines</li> <li>• Suriname</li> <li>• Jamaica</li> <li>• Grenada</li> <li>• Antigua</li> <li>• Trinidad &amp; Tobago</li> </ul> |
| 5:30 – 6:30 pm<br><b>Royal Overlook</b>                          | ARIN & LACNIC Private Cocktails<br><i>By invitations only</i>  |
| 7:30 – 10:00 pm<br><b>Royal Deck</b>                             | CANTO ERICSSON DINNER<br><i>Open to all delegates</i>  |
| 1:00 – 5:00 pm<br><b>Imperial Ballroom A,B</b><br><b>&amp; E</b> | EXHIBITION VIEWING   |

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## Tuesday 12 August 2014

### Breakfast Meeting: Launch of Caribbean Women in ICT (CWIC) Forum

7:00 – 8:30 am  
Imperial Ballroom  
C&D

Establishment of CWIC for the expression and exchange of views; cooperation and coordination of activities for advancing Caribbean Women in ICT

Chair: Regenie Fraser: Secretary General, CANTO

- Lisa Lewis – Group Projects Director, Digicel
- Karen Bevans, Director of Tourism, Belize
- Melvelyn Symonette, Bureau of Women Affairs, Ministry of Social Services and Community Development, The Bahamas
- Jennifer Britton, Deputy Programme Manager, for ICT4D, CARICOM

### Track 1: Operators/Regulators Roundtable Discussion

9:00 -10:45 am  
Imperial Ballroom  
C&D

This track will address how service providers must adapt as the pace of demand for broadband capacity is increasing dramatically while keeping up with regulatory requirements

Chair: Rafel Marin, CANTO Director

- *The Requirement for Spectrum – Achieving Reasonable Pricing*, Sebastian M. Cabello, Director, GSMA Latin America
- *Adding TV to the Business Model for Operators*, TELESUR
- LIME
- Digicel
- TATT, Trinidad
- OCCUR, Bahamas
- OUR, Jamaica
- ECTEL

10:45 – 11:00 am  
Imperial Ballroom  
AB & E

**COFFEE: SPONSORED BY ATNI**

### Track 2: Broadband Connectivity for All

11:00 am – 1:00 pm  
Imperial Ballroom  
C&D

Panelists: Coyote System Inc

- *Adapting Current Business Plan / Model for Voice*, Ian Maclean, Mavenir Systems
- *Building Reliable Fibre Optics to your Home*, 20/20 Teleoptics
- *CommunityNet Initiative: Broadband Connectivity for All* - Trevor Bowering, SaskTel, International
- *Environmentally Sound Management of Mobile Handsets and Equipment* –Jonelle René Jones, Basel Convention Regional Centre for Training and Technology Transfer for the Caribbean Region

1:00 – 2:00 pm  
Imperial Ballroom E

**LUNCH**

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| <b>CLOSED SESSION: BIIPAC Technical Committee Meeting</b> |  |
|---|--|
| 1:00 pm – 3:00 pm<br>Minos & Neptune                      | Broadband Infrastructure Inventory and Public Awareness Project in the Caribbean dialogue with Technical Committee members |

| <b>Track 3: The Profit Opportunity of Cloud Services for Telcos</b> |  |
|---|--|
| 2:00 pm – 4:00 pm<br>Imperial Ballroom<br>C&D                       | <p>This track will address how Telecom Operators can leverage their existing IT infrastructure and Network Connectivity to provide Cloud Services</p> <p>Chair: Davidson Charles, CANTO Director</p> <ul style="list-style-type: none"> <li>• <i>Cloud Communications and the Opportunity for Carriers and Telecom Providers</i>, Fred Stacey, Mitel</li> <li>• Martin Carroll – Digicel Group, COO ICT Group</li> <li>• Lloyd Distant, LIME, Jamaica</li> </ul> |

| <b>Track 4: Managing the Spectrum Eco-System</b> |   |
|--|---|
| 4:00 pm – 6:00 pm<br>Imperial Ballroom<br>C&D    | <p>Chair: Melesia Sutherland Campbell, CANTO Regulations and Emerging Technologies Committee</p> <ul style="list-style-type: none"> <li>• <i>“LTE Spectrum”</i> Julian Wilkins, Digicel Trinidad and Tobago</li> <li>• Mr. Carmelo Rivera and Mr. José Costa , CITEL (Virtual Presentation)</li> <li>• Cleveland Thomas, ITU Caribbean Representative</li> <li>• Bernadette Lewis, CTU</li> </ul> |

|  |                           |
|--|---------------------------|
| 1:00 – 5:00 pm<br>Imperial Ballroom<br>A,B & E | <b>EXHIBITION VIEWING</b> |
|--|---------------------------|

|   |   |
|---|---|
| 7:30 – 10:00 pm<br><i>River Pool Deck</i> | <p>CANTO MEMBERS, SPONSORS AND VIPs DINNER Sponsored by Facey and Oberthur &amp; JDSU</p> <p><i>By Invitations Only</i></p> |
|---|---|

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## Wednesday 13<sup>th</sup> August 2014

### Track 5: The Future of Telco Marketing: Content, Timing and Channels for Success

9:00 -10:45 am  
Imperial Ballroom  
C&D

Chair: Julian Wilkins, CANTO Director

- **Keynote:** *Creating Value with Network Performance*, Carlos Barnes, Ericsson
- *Evolving your Network to the Application Generation*, Jeffrey Zwall, Extreme Networks & Scott Holtzman, Trager Brothers and Associates Inc.
- *Beyond Coverage – The Quality of Service as a Competitive Advantage*, Rafael Andrade, JDSU
- *Driving Ethernet Services Revenue with Real-time SLAs and Customer Portals*, Anand Gonuguntla, Centina Systems

10:45 – 11:00 am  
Imperial Ballroom  
A,B&E

**COFFEE**

### Workshop 1: From Spam to Cyber Security: Roles and Challenges for Operators

11:00 am – 1:00 pm  
Imperial Ballroom  
C&D

This session will focus on the opportunities, challenges and risks arising from the global interdependence on cyberspace.

Chair: Lawrence Mc Naughton, CANTO Director

Facilitator: Mrs. Karen Mulberry, Policy Advisor at Internet Society

1:00 – 2:00 pm  
Imperial Ballroom E

**LUNCH**

### CLOSED SESSION: BIIPAC Steering Committee Meeting for IDB Members

1:00 pm – 3:00 pm  
Minos & Neptune

Broadband Infrastructure Inventory and Public Awareness Project in the Caribbean dialogue with steering committee members.

1:00 – 5:00 pm  
Imperial Ballroom  
A,B & E

**EXHIBITION VIEWING**

### Track 6: IPv6 Deployment and the IANA Oversight Transition

2:00 – 4:00 pm  
Imperial Ballroom  
C&D

Chair: BTC, Bahamas

This track will look at the implications of the depletion of IPv4 numbers and the transition to IPv6

- **Keynote:** *IPv6 and Internet Governance Developments*, Nate Davis, Arin
- Shernon Osepa, Internet Society
- Carlos Martinez, LACNIC
- *Transition of the stewardship of the IANA function*, Albert Daniels, ICANN

7:30 – 9:00 pm  
Royal Deck

**BTC & Icemobile Cocktail Extravaganza & Closing Ceremony**

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# CANTO 8<sup>TH</sup> ANNUAL HUMAN RESOURCE FORUM

**Facilitator: Ian Blanchard, CILC, ActionCOACH**

**14<sup>TH</sup> – 15<sup>TH</sup> AUGUST, 2014**

**Venue: Hera 1&2**

THURSDAY 14<sup>th</sup> AUGUST, 2014

| S C H E D U L E     | TOPIC   | SPEAKER  |
|---------------------|---|--|
| 8:00 am - 8:30 am   | REGISTRATION  |  |
| 8:30 am - 9:00 am   | Opening Remarks:  | <ul style="list-style-type: none"> <li>✓ Dirk Currie - Chairman, CANTO</li> <li>✓ Regenie Fraser - Secretary General, CANTO</li> </ul>         |
| 9:00 am - 10:15 am  | Welcome & Introduction  | <ul style="list-style-type: none"> <li>✓ Ian Blanchard, CILC Action COACH</li> </ul>   |
| 10:15 am - 10:30 am | Coffee Break  |  |
| 10:30 am - 12:00 pm | A CEO's Perspective<br>What the CEO requires from his/her HR Executive    | <ul style="list-style-type: none"> <li>✓ Leon Williams, CEO, BTC Bahamas</li> <li>✓ President of Bahamas Human Resource Association</li> </ul> |
| 12:00 am - 12:30 pm | HR Executive Action Plan in Response<br>CEO's Requirements                | <ul style="list-style-type: none"> <li>✓</li> </ul>  |
| 12:00 pm - 1:00 pm  | Lunch Break   |  |
| 1:00 pm - 1:30 pm   | HR's Role in competitive and shrinking<br>telecom markets                 | <ul style="list-style-type: none"> <li>✓</li> </ul>  |
| 1:30 pm - 3:00 pm   | Linking HR's Role to organizational strategy;                             |  |
| 3:00 pm - 3:30 pm   | Coffee Break  |  |
| 3:30 pm - 4:00 pm   | Linking HR's Role to organizational strategy;                             |  |
| 4:00 pm - 5:00 pm   | Measuring the impact of HR<br>interventions utilizing "Key HR<br>Metrics" | <ul style="list-style-type: none"> <li>✓ Jacqui Archer, Saville Consulting</li> </ul>  |

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## ***FRIDAY 15<sup>TH</sup> AUGUST, 2012***

| S C H E D U L E     | TOPIC  | SPEAKER                             |
|---------------------|--|-------------------------------------|
| 9:00 am - 10:00 am  |  | ✓ Jacqui Archer, Saville Consutling |
| 10:00 am - 10:30 am | Coffee Break   |                                     |
| 10:30 am - 1:00 pm  |  | ✓ Jacqui Archer, Saville Consutling |
| 1:00 pm - 2:00 pm   | Lunch Break  |                                     |
| 2:00 pm - 2:30 pm   | Flexibility of compensation baskets in a rapidly changing environment. |                                     |
| 2:30 pm - 3:30 pm   |  |                                     |
| 3:30 pm - 4:00 pm   | Coffee Break   |                                     |
| 4:00 pm - 4:30 pm   | Flexibility of compensation baskets in a rapidly changing environment. |                                     |
| 4:30 pm - 5:00 pm   | Action plan for moving forward   | ✓                                   |
| 5:00 pm - 5:30 pm   | Wrap-Up Including presentation of Certificates and Group Photo         | ✓ Ian Blanchard, CILC ActionCOACH   |

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# CANTO 1ST ANNUAL MARKETING FORUM

14<sup>TH</sup> – 15<sup>TH</sup> AUGUST, 2014

**Facilitator: Melissa Harris, Telecom Training Corporation**

**Venue: Apollo**

|                              |  |  |                   |
|------------------------------|--|--|-------------------|
| <b>Thursday</b><br>August 14 |  |  |                   |
|                              | <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     |
| <b>Friday</b><br>August 15   | <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>○ Papiamentu</li> </ul> </li> </ul>   | 9 am – 10:45 am   |

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|  |   |  |                     |
|--|---|--|---------------------|
|  |   |  |                     |
|  | 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 overcome/outweigh them</li> <li>• Group presentations</li> </ul>  | 11:15 am – 12 pm    |
|  | 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 pm – 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. 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      |

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