



26th -31st Jul 2015,  
Hyatt Regency Miami, Florida  
9th Annual HR forum | 2nd Annual Marketing Forum |  
BIIPAC Project Updates

**31<sup>st</sup>** Annual Conference and Trade Exhibition  
**26<sup>th</sup> – 29<sup>th</sup> July, 2015**

**9<sup>th</sup>** Annual Human Resources Forum  
**30<sup>th</sup> – 31<sup>st</sup> July, 2015**

**2<sup>nd</sup>** Annual Marketing Forum  
**30<sup>th</sup> – 31<sup>st</sup> July, 2015**

**1<sup>st</sup>** DSS/CANTO Caribbean Hackathon  
**27<sup>th</sup> – 28<sup>th</sup> July, 2015**

## Saturday 25 July 2015

<b>Closed Session: CANTO Board of Directors Meeting Orchid C</b>	
9:00 – 5:00	

## Sunday 26 July 2015

<b>CANTO Committee Meetings</b>	
9:00 – 1:00	Marketing and Communications Committee Meeting - 9:00 am - <b>Orchid D</b> Regulations and Emerging Technologies Committee Meeting - 10:30 am - <b>Orchid C</b> Financial Advisory Committee Meeting – 12:00 noon – <b>Orchid A</b> Disaster Recovery Planning Committee Meeting – 9:00 am – <b>Orchid A</b> Human Resource Committee Meeting - 10:30 am – <b>Orchid B</b> Corporate Social Responsibility Committee Meeting – 12:00 pm – <b>Orchid D</b> Vendor/Supplier Working Committee – 1:00 pm – <b>Orchid B</b>

<b>Closed Session: CANTO Committee Chairs Presentation to the Board - Orchid A</b>	
2:00 -3:00	Marketing and Communications Committee Meeting - 2:00pm Regulations and Emerging Technologies Committee Meeting - 2:10pm Financial Advisory Committee Meeting – 2:20pm Disaster Recovery Planning Committee Meeting – 2:30pm Human Resource Committee Meeting - 2:40pm Corporate Social Responsibility Committee Meeting – 2:50pm Vendor/Supplier Committee Meeting – 3:00 pm

<b>Welcome Session – Gardenia</b>	
3:30 -4:30	<b>How to Maximize your Trade Show Potential</b> A complimentary information and networking session to maximize your experience; Melissa Harris, Telecom Training Corporation

<b>Official Opening of CANTO 2015 – Riverfront South</b>	
6:00 – 7:30	Government Ministers, CANTO Executives, Members, and other Dignitaries in attendance Opening Ceremony: <ul style="list-style-type: none"> <li>• MC – Leon Williams, CANTO Vice Chair</li> <li>• Presentation of National Flags</li> <li>• National Anthem of the Republic of Trinidad and Tobago</li> <li>• Invocation - CANTO Song</li> <li>• Welcome Remarks: Ms Regenie Fräser, Secretary General, CANTO</li> <li>• Remarks: Mr. Julian Wilkins, Chairman, CANTO Board of Directors</li> <li>• Keynote Address:</li> <li>• Cultural performance</li> <li>• Vote of Thanks: Helma Etnel, CANTO Treasurer</li> </ul>
7:30	<b>Opening of Exhibition and Cocktail Reception – Riverfront North &amp; Central</b>

## Monday 27 July 2015

**Closed Session: Ministerial Breakfast: LIME SPONSORED: Improving Lives through Broadband Innovation**

### Ministerial Roundtable 1: LIME SPONSORED: Improving Lives through Broadband Innovation - Riverfront South

9:00 – 11:00 Moderators: Julian Wilkins, CANTO Chair & Leon Williams, CANTO Vice Chair

- KEYNOTE – Huawei
- **Hon. Perry Gladstone Christie**, Prime Minister and Minister of Finance, **Bahamas**
- **Hon. Melford Nicholas**, Minister of State Information, Broadcasting & Telecommunications, **Antigua/Barbuda (confirmed)**
- **Dr. Jerrol Thompson**, Director of Special Project in Telecommunications, Science, Technology & Industry, **St. Vincent & The Grenadines (confirmed)**
- **Hon. Curtis A. Richardson**, Min of Infrastructure, Communications & Utilities, **Anguilla (confirmed)**
- **Hon. Mr. Mike de Meza**, Minister of Finance & Communications, Utilities & Energy, **Aruba**
- **Hon. Darcy Boyce**, Min of State Responsible for Telecom, **Barbados (confirmed)**
- **Hon. Joy Grant**, Min Energy Science & Tech. & Pub Utilities **Belize (confirmed)**
- **Hon. Rupert T. Griffith**, Minister of Science & Technology with Responsibility for ICT, **Trinidad and Tobago**
- **Hon. Falisie Pinas**, Minister of Transport, Communication & Tourism, **Suriname**

11:00 – 11:15

COFFEE BREAK - Riverfront South

### Ministerial Roundtable 2: DIGICEL SPONSORED: Improving Lives through Broadband Innovation - Riverfront South

11:15 – 1:15 Moderators: Julian Wilkins, CANTO Chair & Leon Williams, CANTO Vice Chair

- KEYNOTE – Ericsson
- **Hon. George Lightbourne**, Minister of Government Support Services, **Turks and Caicos (confirmed)**
- **Hon. Alvin DaBreo**, Minister of Communication, Works, Physical Development, Public Utilities, ICT and Community Development, **Grenada**
- **Hon. Ted Richardson**, Minister of Tourism, Economic Affairs, Traffic and Telecommunication, **St. Maarten (confirmed)**
- **Hon. Kelper Darroux**, Minister for Information, Science, Telecommunication Technology **Commonwealth of Dominica (confirmed)**
- **Hon. Phillip Paulwell**, Minister of Science Technology Energy & Mining, **Jamaica (confirmed)**
- **Hon Paul Lewis**, Minister of Communications & Works, **Montserrat (confirmed)**
- **Hon. James Fletcher**, Minister for Public Service, Sustainable Development, Energy, Science & Technology, Information & Broadcasting, **St. Lucia (confirmed)**
- **Hon. Minister Suzanne Camelia Romer**, Minister of Telecommunications **Curacao (confirmed)**

1:15 – 2:15

Lunch &  
Exhibition Viewing - 1:15 – 5:00  
Riverside North & Central

<b>Session 1: WRC/15 Caribbean Stakeholders Preparatory Discussions – Riverfront South</b>	
2:15 – 4:00	<p><b>Chair: Melesia Sutherland Campbell, CANTO Committee Chair</b></p> <ul style="list-style-type: none"> <li>• CANTO</li> <li>• Luciana Camargos, GSMA</li> <li>• Carmelo Rivera, CITEL</li> <li>• Selby Wilson, CTU</li> <li>• GVF</li> </ul>
4:00 – 4:15	<b>COFFEE BREAK in Exhibition Hall</b>
<b>CANTO/DOMUS SEMO SANCUS 1<sup>ST</sup> Annual Hackathon Launch</b>	
4:15 – 5:00	<i>The best programmers from the region come together to work in teams to develop pre identified business solutions : a Profiling Software</i>
7:00 – 10:00	<p><b>Social Networking Dinner</b>  <b>Riverwalk Outdoor Terrace</b>  Sponsored by Ericsson</p>

## Tuesday 28 July 2015

7:30 – 8:30 **Closed Session: Ministerial Breakfast: ARIN/LACNIC SPONSORED – Brickell South**

<b>SESSION 2 :Operators Roundtable: The Innovation Edge</b>	
9:00 – 11:15	<p><b><i>Insights from Caribbean Operators</i></b></p> <p><b>Moderator: Opal Neil, Columbus Networks</b></p> <ul style="list-style-type: none"> <li>• Keynote: Mr. Dirk Currie, TELESUR, Suriname</li> <li>• <b>Business Continuity: Emerging Telecommunications Risks</b>, Heather Wallen-Bryan, CANTO Committee Chair</li> <li>• Maimir Mesa Ramos, ETECSA, Cuba</li> <li>• Kieran Meskill, Digicel</li> <li>• Take back programmes in the Region, Jonelle Jones, BCRC</li> </ul> <p style="text-align: center;"><b><i>Signing of MOU between Julian Wilkins, CANTO Chairman and Ahmad A. Khan Director Basel Convention Regional Centre (BCRC)</i></b></p>

11:15 – 11:30 **COFFEE BREAK – Riverfront South**

<b>SESSION 3: Caribbean Women In ICTs - Improving Lives through Broadband Innovation – Riverfront South</b>	
11:30 – 1:00	<p><b><i>The impact of ICTs on empowering Women in the Region</i></b></p> <p><b>Moderator: Maxine Barnett, Maxine Barnett Consulting</b></p> <ul style="list-style-type: none"> <li>• KEYNOTE – Regenie Fraser, Secretary General, CANTO</li> <li>• ITU Focal Point</li> <li>• Jennifer Britton,</li> </ul>

1:15 – 2:30 **Lunch & Exhibition Viewing – 1:15 – 5:00  
Riverside North & Central**

<b>SESSION 4: M2M and IoT Strategies – Riverfront South</b>	
2:30 – 4:00	<p><b><i>A discussion on the future of the M2M industry</i></b></p> <p><b>Chair: Charles Carter, CANTO Director</b></p> <ul style="list-style-type: none"> <li>• <b>Tim Heffernan, Cable and Wireless</b></li> </ul>

4:00 – 4:15 **COFFEE BREAK – Riverfront South**

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	<b>DSS Sponsored Hackathon Update 1 In Exhibition Hall</b>
4:15 – 4:30	Update on teams competing in Hackathon to develop Profiling Software <ul style="list-style-type: none"><li>• <b>EJay Saunders, Founder and Chairman of DSS</b></li></ul>

7:00-10:00	<b>Members and Sponsors Networking Dinner</b> <b>Jasmine</b>
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## Wednesday 29 July 2015

<b>Session 6: Regulators Roundtable: Regulating Innovation</b>	
9:00 – 11:00	<p>Moderator: Carlton Samuels, ICT Consultant</p> <ul style="list-style-type: none"> <li>• <b>Considerations for Maximizing Return on your Spectrum Investments, Sunlight</b></li> <li>• Guy Malone, Telecommunications Regulatory Commission, BVI <i>(to be confirmed)</i></li> <li>• Regulatory Frameworks that facilitates Innovation; Mark Reynolds, Digicel,</li> <li>• Chris Seecharan, Telecommunications Authority of Trinidad &amp; Tobago <i>(to be confirmed)</i></li> <li>• John Avery, Public Utilities Commission, Belize <i>(to be confirmed)</i></li> <li>• Giovanni King, Bureau Telecommunications &amp; Post, St. Maarten</li> </ul>

11:00 - 11:15	<b>COFFEE BREAK - Riverfront North &amp; Central</b>
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<b>Session 7: Capturing the Mobile Content Marketing in the Caribbean – Riverfront South</b>	
11:15 – 1:15	<p>Session Chair; John Reid, CANTO Director</p> <ul style="list-style-type: none"> <li>• KEYNOTE –</li> <li>• Mobile Performance within the overall Marketing Mix - Greg Stuart <b>Mobile Marketing Association</b></li> <li>• Mobile Video in the Encrypted Era – The Challenge of improving Quality of Experience for Mobile Data Users while Growing Data ARPU- Chris Koopmans <b>CITRIX</b></li> <li>• Pablo Strika, <b>Mitel</b></li> </ul>

<b>Session 8: The New Mobile Identity - Turtle/Monroe</b>	
<p><i>New and important business opportunities for mobile operators created by the convergence of mobile and IT</i></p> <ul style="list-style-type: none"> <li>• KEYNOTE –</li> <li>• The role of Telcos in Mobile Wallet, Diana Sirila, Digicel</li> <li>• Wi-Fi Hotspot Deployment Triumphs and Tribulations, Scott Argue, <b>Sasktel International</b></li> </ul>	

1:15 – 2:15	<p>Lunch &amp; Exhibition Viewing - 1:15 – 5:00 <b>Riverside North &amp; Central</b></p>
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<b>Session 9: The ever Changing ICT Ecosystem</b>	
2:15 – 4:15	<p>A Detailed Look into the Fundamental Changes in the Industry Session Chair: Dirk Currie, CANTO Director</p> <ul style="list-style-type: none"> <li>• ARIN</li> <li>• LACNIC</li> <li>• ISOC</li> </ul>

4:15 – 4:30	<b>COFFEE BREAK - Riverfront South</b>
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<b>Announcement of Hackthon Winners and Demo of Prototype; Announcement of Venues for AGM &amp; CANTO 2016</b>	
4:30 – 5:00	<ul style="list-style-type: none"> <li>• Announcement of CANTO AGM 2016; Julian Wilkins, Chairman, CANTO</li> <li>• Announcement of CANTO 2016, Regenie Fraser, Secretary General, CANTO</li> <li>• Announcement of Winner, Demo of Prototype and Prize Giving , EJay Saunders, Founder and CEO, DSS</li> </ul>

7:00 – 9:00	<b>Closing Cocktails</b>
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## 9<sup>th</sup> Annual Human Resource Forum



# *Aligning Workforce, Culture and Business Strategies in a “Networked Age”*



FACILITATED BY: IAN BLANCHARD, CILC ActionCOACH

30<sup>th</sup> – 31<sup>ST</sup> JULY, 2015

### THURSDAY 30<sup>th</sup> JULY, 2015 – **Orchid C&D**

SCHEDULE	TOPIC	SPEAKER
8:00 am - 9:00 am	REGISTRATION	
8:30 am - 9:00 am	Opening Remarks:	<ul style="list-style-type: none"> <li>✓ Julian Wilkins - Chairman, CANTO</li> <li>✓ Regenie Fraser - Secretary General, CANTO</li> <li>✓ Ian Blanchard, CILC ActionCOACH</li> </ul>
9:00 am - 10:15 am	Welcome & Introduction	✓
10:15 am - 10:30 am	Coffee Break - <b>Orchid C&amp;D</b>	
10:30 am - 12:00 Pm	Aligning HR Technology with Business Objectives	✓
12:00 am - 12:30 pm	Bringing HR Executives to the Business Roundtable	✓
12:00 pm - 1:00 pm	Lunch Break - <b>Orchid C&amp;D</b>	
1:00 pm - 1:30 pm	HR's Role in competitive and shrinking telecom markets	✓
1:30 pm - 3:00 pm	A CEO's Perspective What the CEO requires from his HR Executive	<ul style="list-style-type: none"> <li>✓ Leon Williams, BTC</li> <li>✓ Digicel</li> </ul>
3:00 pm - 3:30 pm	Coffee Break - <b>Orchid C&amp;D</b>	
3:30 pm - 4:30 pm	Trends and Emerging Best Practices for Succession Planning	
4:30 pm - 5:00 pm	Wrap Up	✓



**FRIDAY 31<sup>st</sup> JULY, 2015 - Orchid C&D**

SCHEDULE	TOPIC	SPEAKER
9:00 am - 10:00 am		✓
10:00 am - 10:30 am	<b>Coffee Break - <i>Orchid C&amp;D</i></b>	
10:30 am - 1:00 pm	"Securing Your Workforce"	✓ Anthony Rocheford General Manager/Safety Management Specialist B.A.G. Consulting Ltd.
1:00 pm - 2:00 pm	<b>Lunch Break - <i>Orchid C&amp;D</i></b>	
2:00 pm - 2:30 pm	<b>Quantifying and Connecting the ROI and Financial Impact of an Engaged Workforce</b>	
2:30 pm - 3:30 pm		
3:30 pm - 4:00 pm	<b>Coffee Break - <i>Orchid C&amp;D</i></b>	
4:00 pm - 4:30 pm	<b>Case study:</b>	
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, <i>CILC ActionCOACH</i>

**CANTO – 2<sup>nd</sup> Annual Marketing Forum**

***“Customer Experience Management to Increase Loyalty and Profitability”***

**Agenda – First Draft**

**April 1, 2015 – Monroe**

<b>Day 1: July 30<sup>th</sup> – 8:30 am – 5:00 pm</b>		
<b>Registration and Coffee</b>	30 minutes	8:30 am – 9:00 am
<ul style="list-style-type: none"> <li>Welcome Address by Regenie Fräser, Secretary General , CANTO</li> </ul>	10 minutes	9:00 am – 9:10 am
<ul style="list-style-type: none"> <li>Opening Remarks from Julian Wilkins, Chairman, CANTO</li> </ul>	10 minutes	9:10 am – 9:20 am
<ul style="list-style-type: none"> <li>Presentation 1(CASE STUDY)– Mariano Legaz, Florida Region President, Verizon <i>“How Verizon Creates Winning Propositions That Deliver Value To Both The Business And The Customer”</i></li> </ul>	45 minutes	9:20 am – 10:05 am
<ul style="list-style-type: none"> <li>Speed Networking Session (Interactive Activity to Meet As Many Attendees as Possible)</li> </ul>	30 minutes	10:05 am – 10:35 am
<b>Networking Refreshment Break</b> <b>Monroe</b>	30 minutes	10:35 am – 11:05 am
<ul style="list-style-type: none"> <li>Moderated Panel Discussion (3 Presenters TBD such as from Cable &amp; Wireless/LIME, Digicel, SETAR Aruba) <i>“Techniques to Improve Customer Journey Roadmaps, Net Promoter Scores (NPS), Voice of the Customer (VOC), and Customer Satisfaction (CSAT)”</i></li> </ul>	90 minutes	11:05 am – 12:35 pm
<b>Networking Lunch</b> <b>Turtle South</b>	60 minutes	12:35 pm – 1:35 pm
<ul style="list-style-type: none"> <li>Presentation 2 – Dionne Chamberlain Miranda, Managing Director/Lead Consultant, Chamberlain Consulting (Formerly Chief Customer Service Officer, Belize Telemedia) <i>“Relationship Building with Employees to Create More Loyal Customers”</i></li> </ul>	45 minutes	1:35 pm – 2:20 pm
<ul style="list-style-type: none"> <li>Interactive Round Table Discussions (4Topics &amp;4Facilitators TBD)                             <ul style="list-style-type: none"> <li><i>How To Break Down Departmental Silos And Stimulate Cross-Functional Collaboration In Order To Improve The Customer Experience</i></li> <li><i>How to Obtain Company-Wide Commitment for CEM Success</i></li> </ul> </li> </ul>	60 minutes	2:20 pm – 3:20 pm

<ul style="list-style-type: none"> <li>• <i>How To Make The Customer Experience Relevant To Staff Within Departments That Are Not Traditionally Associated With Customer Care</i></li> <li>• <i>Determining How To Incentivize Your Employees And Drive Accountability For Improving The Customer Experience</i></li> </ul>		
<b>Networking Refreshment Break</b> <b>Monroe</b>	30 minutes	3:20 pm – 3:50 pm
<ul style="list-style-type: none"> <li>• Presentation 3 - Tequea Batson Diaz, Visible Dreams Coaching (Formerly Call Center Director, Sprint) <i>“Empowered Employees Maximize the Customer Experience”</i></li> </ul>	45 minutes	3:50 pm – 4:35 pm
<ul style="list-style-type: none"> <li>• Interactive Wrap-Up Activity</li> </ul>	15 minutes	4:35 pm – 4:50 pm
<ul style="list-style-type: none"> <li>• Closing Remarks from the Chair</li> </ul>	10 minutes	4:50 pm – 5:00 pm

<b>Day 2: July 31<sup>th</sup> – 8:30 am – 5:30 pm</b>		
<b>Registration and Coffee</b>	30 minutes	8:30 am – 9:00 am
<ul style="list-style-type: none"> <li>• Opening Remarks from the Chair</li> </ul>	10 minutes	<b>9:00 am – 9:10 am</b>
<ul style="list-style-type: none"> <li>• Presentation 4 (CASE STUDY): Leon Williams, CEO Bahamas Telecommunications Company <i>“Strategies to Improve BTC’s Net Promoter Score(NPS)”</i></li> </ul>	45 minutes	9:10 am – 9:55 am
<ul style="list-style-type: none"> <li>• Interactive Customer Issue Resolving Session (Each attendee will be assigned a challenging CEM customer issue to develop potential solutions with colleagues)</li> </ul>	60 minutes	9:55 am – 10:55 am
<b>Networking Refreshment Break</b> <b>Monroe</b>	30 minutes	10:55 am – 11:25 am
<ul style="list-style-type: none"> <li>• Presentation 5: Carlos Bosch, GSM Association <i>“Using Technology to Improve CEM”</i></li> </ul>	45 minutes	11:25 am – 12:10 pm
<ul style="list-style-type: none"> <li>• Presentation 6: Melissa Harris, CEO Telecom Training Corporation <i>“CEM &amp;Retention Strategies to Increase Loyalty and Profitability”</i></li> </ul>	45 minutes	12:10 pm – 12:55 pm
<b>Networking Lunch</b> <b>Turtle South</b>	60 minutes	12:55 pm – 1:55 pm
<ul style="list-style-type: none"> <li>• Interactive Roundtable Discussions (3 topics) <ul style="list-style-type: none"> <li>• <i>How to Use CEM as a Competitive Differentiator?</i></li> <li>• <i>How To Use Your Data To Better Understand</i></li> </ul> </li> </ul>	60 minutes	1:55 pm – 2:55 pm

<p><i>Your Customers And Use This Intelligence To Improve The Customer Experience?</i></p> <ul style="list-style-type: none"> <li><i>How to Deliver Effective And Empathetic Customer Service While Maximizing Cross-Selling And Up-Selling Opportunities?</i></li> </ul>		
<ul style="list-style-type: none"> <li>Presentation 7: Doug Pals, CEO, Are You Resourceful <i>“Establishing How To Radically Improve The Customer Experience Through The Use Of Social Media”</i></li> </ul>	45 minutes	2:55 pm – 3:40 pm
<p><b>Networking Refreshment Break</b> <b>Monroe</b></p>	30 minutes	3:40 pm – 4:20 pm
<ul style="list-style-type: none"> <li>Interactive Wrap Up Session</li> </ul>	15 minutes	4:20 pm – 4:35 pm
<ul style="list-style-type: none"> <li>Action Plan Development</li> </ul>	15 minutes	4:35 pm – 4:50 pm
<ul style="list-style-type: none"> <li>Closing Remarks from the Chair</li> </ul>	10 minutes	4:50 pm – 5:00 pm