**Agenda for 3nd Annual CANTO Sales, Marketing & Customer Care Forum**

**August 4-5, 2016 at Sheraton Puerto Rico Hotel & Casino**

**Bahia 2 Meeting Room**

**FINAL July 29, 2016**

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| **Day 1: Thursday, August 4th: 8:30 am – 5:15 pm, Meeting Room TBD Mn** | **Timing** | **Schedule** |
| **Registration and Coffee** | 30 minutes | 8:30 am – 9:00 am |
| * Opening Remarks from the Chair – **Melissa Harris,** CEO, Telecom Training Corporation
 | 10 minutes | 9:00 am – 9:10 am |
| * Welcome Address - **Teresa Wankin** – Secretary General, CANTO
 | 20 minutes | 9:10 am – 9:30 am |
| * Your Company’s Major Sales, Marketing and Customer Care Goals and Challenges – Group Discussion
 | 15 minutes | 9:30 am – 9:45 am  |
| * Presentation 1 – **Melissa Harris**, CEO, Telecom Training Corporation

*“Introduction to Customer Experience Management (CEM) and Net Promoter Scores (NPS)”* | 45 minutes  | 9:45 am – 10:30 am  |
| * Speed Networking Session (Interactive Activity to Meet As Many Attendees as Possible – BRING PLENTY OF BUSINESS CARDS!)
 | 30 minutes | 10:30 am – 11:00 am  |
| **Networking Refreshment Break**  | 30 minutes | 11:00 am – 11:30 am  |
| * Presentation 2 – **Douglas G. Bonner**, Partner, Womble Carlyle Sandridge & Rice, LLP*“The FCC Enforcement Bureau’s Expanding Role As Consumer WatchDog: Is its Enforcement Authority Boundless?”*
 | 45 minutes  | 11:30 am – 12:15 pm |
| * Presentation 3 – **Adriana Waterston**, Senior Vice President, Insights and Strategy, Horowitz Research

*“Multichannel Matters: Attracting and Retaining Millennials in the Age of OTT”* | 45 minutes | 12:15 pm – 1:00 pm  |
| **Networking Lunch with HR Forum Attendees – Meeting Room TBD** | 60 minutes | 1:00 pm – 2:00 pm  |
| Jimmy Figueroa-Romero, Title Unknown - [Laureate International Universities | Laureate Education](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0ahUKEwjpzMiW4MjNAhUE1x4KHc1ZAY0QFgghMAA&url=http%3A%2F%2Fwww.laureate.net%2F&usg=AFQjCNEgHjC74k_kZE5e5-sL7wHsQIU0IA&sig2=-bLCLl1gW0NTAVrzX-KBeA&cad=rja)*Laureate's network of more than 80 institutions offers quality, accessible education to students around the world. Laurette offers discounts for CANTO Members.* | 15 minutes | 2:00 pm – 2:15 pm |
| * Presentation 4 - **Igor Glavanic**, Managing Director, Parcus Group

*“Telecom Product Development & Cost Modeling: Industry Best Practices”* | 45 minutes  | 2:15 pm – 3:00 pm  |
| * Presentation 5 – **Renato Osato**, Vice President, Customer Business Executive, Amdocs

 *“Digital Impact on Omni-Channel Experience”* | 45 minutes | 3:00 pm – 3:45 pm  |
| **Networking Refreshment Break**  | 30 minutes | 3:45 pm – 4:15 pm  |
| * Presentation 6 - **Anuskha V. Sonai**, Internet Marketing Evangelist, Spang Makandra Studio NV*“Mobile Technology Enabled Marketing”*
 | 45 minutes | 4:15 pm – 5:00 pm  |
| * Interactive Wrap-Up Activity
 | 15 minutes | 5:00 pm – 5:15 pm  |
| **Optional – Group Drinks/Dinner (“Dutch Treat”)** | TBD | 5:30 pm - TBD |

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| **Day 2: Friday, August 5th: 8:30 am – 5:25 pm, Meeting Room TBD**  | **Timing** | **Schedule** |
| **Registration and Coffee** | 30 minutes | 8:30 am – 9:00 am |
| * Opening Remarks from the Chair
 | 10 minutes | 9:00 am – 9:10 am |
| * Presentation 7 – **Melissa Harris**, CEO, Telecom Training Corporation

*“World Class Retail Sales Strategies for Telecommunications, Wireless and Cable Television Operators”* | 45 minutes | 9:10 am – 9:55 am |
| * Presentation 8 – **John Brooks**, VP Product Portfolio & Innovation, Subex Ltd

*“Understanding the Journey - ROC Product Labs: Customer Persona and Journey Analytics”* | 45 minutes | 9:55 am – 10:40 am |
| **Networking Refreshment Break**  | 30 minutes | 10:40 am – 11:10 am  |
| * Presentation 9 – **Juan Vela**, Senior Solutions Marketing Director, Calix

*“Managing Customer Experience – Putting Customer Data in the Hands of Frontline Marketing, Customer Service and Sales Representatives”*  | 45 minutes | 11:10 am – 11:55 pm |
| * Presentation 10 – **Sudeesh Yezhuvath**, CEO, Pelatro

*“Precision Marketing”* | 45 minutes | 11:55 pm – 12:40 pm  |
| **Networking Lunch with HR Forum Attendees – Meeting Room TBD** | 60 minutes | 12:40 pm – 1:40 pm |
| * Presentation 11 – **Melissa Harris**, CEO, Telecom Training Corporation

*“Upselling/Cross Selling Strategies for Customer Care & Repair/Installation Technicians”* | 45 minutes | 1:40 pm – 2:25 pm |
| * Interactive Sales, Marketing and Customer Services Resolving Issues Session

*The group will identify and prioritize key Sales, Marketing and Customer Care issues and then develop potential solutions with their colleagues* | 60 minutes | 2:25 pm – 3:25 pm  |
| **Networking Refreshment Break**  | 15 minutes | 3:25 pm – 3:40 pm  |
| Presentation 12 – **Melissa Harris**, CEO, Telecom Training Corporation*“Everyone in Your Organization is a Sales Ambassador”* | 45 minutes | 3:40 pm – 4:25 pm  |
| * Personal Action Plan Development
 | 15 minutes | 4:25 pm – 4:40 pm  |
| * Wrap Up Activity
 | 15 minutes | 4:40 pm – 4:55 pm |
| * Presentation of Certificates and Group Photo

**Teresa Wankin** – Secretary General, CANTO | 30 minutes | 4:55 pm – 5:25 pm |