

## AGENDA-AT-A-GLANCE\*

### MONDAY, MARCH 26

PRE-CONFERENCE WORKSHOPS <i>(Separate registration required.)</i>		
2 - 4 p.m.	Strategies for Growth and Exit: Merger, Acquisition and Sale	Sales Agency 101 — Best Practices for New Agents Selling Network Based Communications and IT Services
		Accelerating UC Adoption and ROI Sponsored by Cisco
Vendor Presentation		
4:15-5 p.m.	TelePacific Communications	
5 - 7 p.m.	<b>Women in the Channel Networking Event: Driving Success Through Networking and Collaboration</b> Co-sponsored by ACC Business and AT&T	

### TUESDAY, MARCH 27

CONCURRENT TRACKS					
	Cloud Services	Mobile Wireless	New Opportunities	Business Development	Vendor Presentations
9:30 - 10:15 a.m.	Creating a Complete Cloud Portfolio — Part 1	CompTIA Quick Start to Building a Mobility Practice — Part 1	Delivering Telecom Life Cycle Management — Part 1	Becoming a Top-Performing Partner — Part 1	To Be Announced
10:30 - 11:15 a.m.	Creating a Complete Cloud Portfolio — Part 2	Building a Mobility Practice — Part 2	Delivering Telecom Life Cycle Management — Part 2	Becoming a Top-Performing Partner — Part 2	Intronis
11:30 a.m. - 1 p.m.	<b>Selling Techniques Luncheon</b> <i>(Separate registration required. Open to qualified channel partners only.)</i>				
1:15 - 1:45 p.m.	<b>Welcome Remarks / Channel Executive of the Year Awards Presentation</b>				
1:45 - 2:45 p.m.	<b>Industry Address: Let's Talk Numbers</b> Tiffani Bova, Vice President, Research, Indirect Channel Programs and Sales Strategies, Gartner				
2:45 - 3:45 p.m.	<b>Keynote Roundtable: A Candid Conversation With Channel Leaders</b> CenturyLink's Blake Wetzel, Level 3's Michael Jerich and Windstream's Dan Sterling				
4 - 7 p.m.	<b>Expo Hall Open</b> <b>Opening Reception (5-7 p.m.)</b> Co-sponsored by Comcast Business Class and Time Warner Cable				New Expo Hall Hours!

### WEDNESDAY, MARCH 28

8:30 - 9:30 a.m.	<b>Continental Breakfast</b>				
CONCURRENT TRACKS					
	Cloud Services	Mobile Wireless	New Opportunities	Business Development	Vendor Presentations
9 - 10 a.m.	Calculating Cloud ROI	Mobilizing the Business Communications System	Adding WAN Optimization and Performance Monitoring	Surviving Contract Cancellations	CRA Inc.
10:15 - 11:15 a.m.	Mitigating Risks in Cloud Environments	Understanding and Capitalizing on the Mobility + Cloud Connection	Using the Force! Increasing Your Value With Field Services	Talent Rules! Turning Recruitment Into Competitive Advantage	MegaPath
11:30 a.m. - 12:30 p.m.	Selling Cloud-Ready Networks	Adding Broadband Wireless to Your Portfolio	Making Money From Mobile Device Management	The Moneyball Effect: Win the Size War With Effective Online Marketing	
<b>Lunch &amp; Learn Vendor Presentations</b>					
12:45 - 1:45 p.m.	AboveNet Communications Inc.	Cisco	Time Warner Cable	VTech Communications	
2 - 3:15 p.m.	<b>Agent-VAR Partnering Best Practices</b> Co-produced with CompTIA Sponsored by World Telecom Group <i>(Separate registration required. Open to qualified channel partners only.)</i>				
2 - 6 p.m.	<b>Expo Hall Open</b>				
Vendor Presentations					
2 - 2:50 p.m.	ACC Business			To Be Announced	
3 - 3:50 p.m.				Alteva	
4 - 4:50 p.m.	AT&T			M5 Networks	
4 - 5:30 p.m.	<b>Peer-to-Peer Networking Mixer</b> <i>(Separate registration required. Open to qualified channel partners only.)</i>				
6 - 7 p.m.	<b>CPZ : Channel Partner Zone</b> <i>(By invitation only.)</i>				

### THURSDAY, MARCH 29

10 a.m. - noon	<b>Expo Hall Open With Continental Breakfast</b>
----------------	--

\* Subject to change without notice.

# AGENDA-AT-A-GLANCE\*

## TUESDAY, MARCH 27

9:30 - 10:30 a.m.

**CTTA Executive Meeting**  
*(sponsors only)*

10:45 - 11:30 a.m.

**Member Open Session**

## WEDNESDAY, MARCH 28

9 - 10:15 a.m.

**Presentation:** Welcome and State of the Channel Cloud

10:15 a.m. - 12:30 p.m.

**Workshop:** Buy, Build or Resell Clouds

2 - 3 p.m.

**Panel:** Evolving Cloud Opportunities

3 - 4:30 p.m.

**Vendor Showcase**

4:30 - 5:15 p.m.

**Panel:** Cloud Attached Opportunities

5:15 p.m.

**Closing Remarks**

\* Subject to change without notice.

Co-located with

**ChannelPartners**  
Conference & Expo®