CCA's 2020 Mobile Carriers Show
March 30 – April 1, 2020
Sheraton Dallas Hotel
Dallas, Texas

Schedule of Events as of February 4, 2020

MONDAY, MARCH 30

8:00AM – 6:00PM	**Registration Open** ***Location:*** *Grand Hall, Ground Floor*
8:00AM – 6:00PM	**Exhibitor Move-In** ***Location:*** *Grand Hall, Ground Floor*
9:00AM – 4:00PM *Separate Fee Applies* *Agent Fee: $299 per person* *Optional Account Management Package: CCA Carrier Member Fee: $799 (includes Transitioning to Business Consultant Tool Kit and pre/post coaching calls with Agent Account Managers of CCA member companies to maximize results)*	**Special CCA Agent Seminar:** **Improving Agent Performance: Your Road to Increasing Sales & Profit** *Produced by: Corporate Dynamics, Inc.* */ National Wireless Independent Dealer Association* ***Location:*** *Room D3, Ground Floor* Many Carriers have independent agents representing their services, but often these agents are not nearly as productive as they could be/should be - especially if wireless is not their primary business. This new CCA offering will provide attendees with the strategies and tools to help agents become more engaged and more profitable. **Who should attend?** • Independent Agent (Dealer) Owners and Managers • Carrier Account Managers who support Agents • All Carrier Managers interested in improving sales from their indirect dealer network **Key Takeaway:** Business Planning Template with Specific Action Plans for Increasing Wireless Sales **INVITE YOUR AGENTS TO ATTEND** this session will help Dealers to quantify the wireless profit potential in their store(s) and introduce a plan with specific strategies to show Agents how to: • Leverage Existing Customers (in a NEW way!) to Significantly Increase Wireless Sales • Capture New Wireless Customers with Low Cost/No Cost Marketing Strategies • Provide Strategies to Significantly Increase High-Profit Accessory Sales • Increase Profit per Transaction with Cross-selling of Innovative New IoT and 5G Products • Provide a process for managers to motivate and coach improvements in performance

	• Find (and keep) higher caliber employees • Best Practices from CCA members and around the industry for increasing Agent Results **Facilitated by:** Mark Landiak, President of Corporate Dynamics, Inc - America's #1 Consultants and Trainers to the Independent Wireless Community
12:00PM – 4:00PM *Separate Fee Applies.* girl scouts of northeast texas ERICSSON MAVENIR OSG TNS Transaction Network Services	**Networking and Volunteer Event:** **CCA Gives Back to the Girl Scouts of Northeast Texas** *Sponsored by: Ericsson, Mavenir, OSG Billing Services, TNS* ***Location:*** STEM Center of Excellence at Camp Whispering Cedars Join CCA for an afternoon of volunteering with the Girl Scouts of Northeast Texas at their STEM Center of Excellence. The Center, a sprawling 92-acre living laboratory located in south Dallas, provides year-round opportunities in robotics, computer coding, botany, chemistry and more. Volunteers will assist in various activities such as landscaping and restocking robotics kits. Network with attendees and help make a difference in our host city. Registration includes boxed lunch, transportation, t-shirt, project supplies, and Girl Scout Cookies. *Check-in begins at 8:00am at CCA Registration Desk. Buses depart at 12:00pm.*
6:00PM – 9:00PM IDI Billing Solutions interop TECHNOLOGIES OSG SAMSUNG	**Networking Event: Beer, Boots, & Barbecue** *Sponsored by: IDI Billing, Interop Technologies, OSG Billing Services, Samsung* ***Location:*** *Backyard - Dallas* Join fellow attendees for a fun, casual night of networking in one of Dallas' coolest *Backyard* hangouts with local craft beer and the best of the Texas grill. Come in your best Western attire and throw your hat in to be named *Best Dressed!* *Free with MCS Registration.*

TUESDAY, MARCH 31

7:00AM – 6:00PM	**Registration Open** ***Location:*** *Grand Hall, Ground Floor*
7:45AM – 9:15AM *Additional fee of $65* T-Mobile	**FierceWireless Executive Breakfast: Six Degrees of 5G** *Sponsored by: T-Mobile* When industry leaders, top regulators, app developers, and politicians tell such different tales about 5G and what it can do—testimony that may be at a wide variance with what's actually deliverable at scale across the United States—how can wireless services working to deploy 5G wireless keep their own story straight and keep customers interested? ***Rob Pegoraro****, Freelance (Yahoo Finance/USA Today/etc) – moderator* ***Steve Sharkey****, VP, Government Affairs, Technology and Engineering Policy, T-Mobile*
9:30AM – 6:00PM	**Exhibit Hall Open** ***Location:*** *Grand Hall, Ground Floor*
9:30AM – 10:15AM RINA Rural Independent Network Alliance	**Sponsored Seminar #1** *Content sponsored and produced by: RINA Wireless* ***Location:*** *Room D3, Ground Floor*
9:30AM – 10:15AM TNS Transaction Network Services One Connection – A World of Opportunities	**Sponsored Seminar #2:** *Content Sponsored and produced by: TNS* ***Location:*** *Room D2, Ground Floor*
9:30AM – 10:15AM ribbon	**Sponsored Seminar #3:** *Content Sponsored and produced by: Ribbon Communications* ***Location:*** *Room D1, Ground Floor*
9:30AM – 10:15AM syniverse	**Sponsored Seminar #4:** *Content sponsored and produced by: Syniverse* ***Location:*** *Room A2, Ground Floor*

Agenda and speakers are subject to change without notice

9:30AM – 11:30AM	**Carrier CTO Forum** ***Location:*** *Press Club, First Floor* *This meeting is for CCA carrier members only and is open to CTOs or individuals that are involved in engineering or network development.*
9:30AM – 11:30AM	**Carrier CFO Meeting** ***Location:*** *Pearl 4, First Floor* *This meeting is for CCA carrier members only and is open to CFOs or individuals that manage a carrier member's finances.*
10:30AM – 11:15AM Intrado Information to Insight	**Sponsored Seminar #5:** *Content sponsored and produced by: Intrado* ***Location:*** *Room D3, Ground Floor*
10:30AM – 11:15AM HUAWEI	**Sponsored Seminar #6:** *Content sponsored and produced by: Huawei* ***Location:*** *Room D2, Ground Floor*
10:30AM – 11:15AM ECI THE ELASTIC NETWORK	**Sponsored Seminar #7** *Content sponsored and produced by: ECI Telecom* ***Location:*** *Room D1, Ground Floor* ***Sam Lisle****, Director of Business Development, North America, ECI Telecom*
10:30AM – 11:15AM corero	**Sponsored Seminar #8: DDos Considerations for Mobile Carriers** *Content sponsored and produced by: Corero Network Security* ***Location:*** *Room A2, Ground Floor*
11:30AM – 12:45PM Sprint cca	**Keynote Luncheon** *Sponsored by: Sprint* *11:30am – 11:40am* ***Welcome Remarks by Steven K. Berry, President & CEO, CCA*** *11:40am – 11:55am* ***Keynote Speaker*** *11:55am – 12:10pm* ***Keynote Remarks by Stacy Cushing, Senior***

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girl scouts of northeast texas	*Director of Girl Experience, Girl Scouts of Northeast Texas* *12:10pm – 12:25pm* ***Keynote Speaker*** *12:25pm – 12:40pm* ***Keynote Speaker***
1:00PM – 1:15PM	Associate Member Meeting ***Location:*** *Grand Hall, Ground Floor*
1:00PM – 3:00PM	CCA Business Innovation Group (BIG) Meeting *Featuring a presentation by myDevices* ***Location:*** *Press Club, First Floor* *This meeting is open to CCA carrier members only.*
2:00PM – 3:00PM Award Solutions	Award Solutions Training Session I: Key Considerations for Deploying VoLTE ***Location:*** *Room A2, Ground Floor* Launching and supporting VoLTE may not be as straightforward as it seems. From integrating new infrastructure and tools to software compatibility across network functions and devices, VoLTE can be tricky to operationalize. Attend this Award Solutions' educational session to help prepare for a successful VoLTE deployment. Learn about the impact of VoLTE on existing networks, VoLTE roaming options, KPIs, and key considerations for network readiness. Questions Answered: • How will VoLTE impact my network? • What are some key challenges with deploying VoLTE? • How does VoLTE handle outbound roaming? • How should I prepare for deploying VoLTE?
2:00PM – 2:45PM CISCO	Sponsored Seminar #10 *Content sponsored and produced by: Cisco Systems* ***Location:*** *Room D3, Ground Floor*

2:00PM – 2:45PM MAVENIR	**Sponsored Seminar #11:** **OpenRAN and transforming the economics of the Mobile Network** *Content sponsored and produced by: Mavenir* ***Location:*** *Room D2, Ground Floor* - How/Why OpenRAN - Moving the Network to the Edge - Essential ingredients of the 4G/5G Business Case ***John Baker****, SVP, Business Development, Mavenir*
2:00PM – 2:45PM Hewlett Packard Enterprise	**Sponsored Seminar #12** *Content sponsored and produced by: Hewlet Packard Enterprises* ***Location:*** *Room D1, Ground Floor*
2:45PM – 3:00PM	**Break**
3:00PM – 4:00PM Award Solutions	**Award Solutions Training Session II:** **5G and the Path Forward for Rural Carriers** ***Location:*** *Room A2, Ground Floor* Designed for leaders in wireless, this Award Solutions' educational session delves into key considerations that competitive carriers need to know today to optimize the path towards 5G. You'll learn what 5G brings to the table, what carriers can do to prepare for 5G, get an update on 5G spectrum process, and discuss the strategy of 5G deployment. Bring your 5G questions! Questions Answered: • What can carriers do today to prepare for 5G? • Why is spectrum so important in 5G networks, especially for rural applications? • What are some key capabilities and challenges in 5G deployment? • When is 4G is faster than 5G?
3:00PM – 3:45PM	**Sponsored Seminar #13** *Content sponsored and produced by: Google* ***Location:*** *Room D3, Ground Floor*
3:00PM – 3:45PM	**Sponsored Seminar #14** ***Location:*** *Room D2, Ground Floor*

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3:00PM – 3:45PM	**Sponsored Seminar #15** ***Location:*** *Room D1, Ground Floor*
3:00PM – 5:00PM	**CMO Meeting** ***Location:*** *Press Club, First Floor* *This meeting is for CCA members only and is intended for marketing executives, directors, and managers.*
4:00PM – 6:00PM	**Exhibit Hall Happy Hour** ***Location:*** *Grand Hall, Ground Floor*

WEDNESDAY, APRIL 1

7:00AM – 4:00PM	**Registration Open** ***Location:*** *Grand Hall, Ground Floor*
8:00AM – 6:00PM	**Exhibitor Move-In** ***Location:*** *Grand Hall, Ground Floor*
7:30AM – 8:55AM iGR	**Interactive Breakfast Discussion with iGR: Moving forward to 5G: Seven BIG Questions Answered on the Next Generation of Wireless** ***Location:*** *Dallas Ballroom, Ground Floor* As the wireless industry deploys 5G, moves to edge computing and starts offering a range of new IoT and Private LTE services, there are many unanswered questions. During breakfast, iGR will present answers to the most pressing questions – questions asked by CCA's own membership! This interactive session will present research and opinions that provide answers and solutions to the most perplexing next generation challenges identified by CCA members. All attendees are welcomed and encouraged to engage in the discussion. ***Iain Gillott*** *– President and Founder, iGR*
9:00AM – 10:15AM U.S. Cellular	**Morning Keynotes and Excellence in Marketing Awards Presentation** ***Location:*** *Dallas Ballroom, Ground Floor* 9:00am – 9:15am Excellence in Marketing Awards Presentation 9:15am – 9:40am Keynote Remarks by Kenneth R. Meyers, President & CEO, U.S. Cellular

	9:40am – 9:55am Keynote Speaker 9:55am – 10:10am Keynote Speaker
10:30AM – 5:00PM	Exhibit Hall Open ***Location:*** *Grand Hall, Ground Floor*
10:30AM – 11:20AM BUSINESS DEVELOPMENT TRACK	**Session 101: 5G Use Cases: Bringing 5G to Rural America** ***Location:*** *Room D3, Ground Floor* What are the drivers for 5G in rural America? What can we expect from 5G that we can't get from 4G, and what business cases can be achieved with 5G's high speeds and low latency? Attend this session to hear about tomorrow's 5G applications, today. Key Takeaways: 1. Learn how 4G applications can be enhanced with 5G 2. Learn the specific 5G use cases for rural applications being looked at today 3. What is the ROI on 5G applications? ***Mark Harms****, Senior Consultant, Award Solutions – moderator* ***TJ Maan,*** *GM – Regional Operator Business Development, Samsung* ***Brian Pickering****, VP of 5G business development, Nokia* ***Joe Varghes****, Senior Technical Marketing Manager, U.S. Cellular*
10:30AM – 11:20AM TECHNICAL TRACK	**Session 102: Creating Value from Data Usage Trends** ***Location:*** *Room D2, Ground Floor* This session will look at data usage trends and discuss how this insight can be applied to real-world situations that will help you improve network performance, better understand the end-user experience and increase consumer satisfaction. Key Takeaways: 1. Proactively identify pain points 2. How to use competitive benchmarking to drive marketing decisions and optimize network deployment 3. Utilizing crowdsource data to identify locations of high data usage 4. Prioritizing CapEx and OpEx ***Matt Knebl****, Sr. Product Director, Ookla*
10:30AM – 11:20AM CUSTOMER EXPERIENCE & MARKETING TRACK	**Session 103: Capturing the 24-Hour Customer** ***Location:*** *Room D1, Ground Floor* Once upon a time, being a 24-hour customer meant perusing the Sears Catalog, flipping the channel to Home Shopping Network, or driving to the only Walmart Supercenter in town. Now, customers of all ages can shop anywhere and at any time with their phone or computer. What are you doing to make sure you keep them? Come to this session

	and hear stories and strategies for keeping customers through loyalty programs, building relationships with younger generations, and creating a retail plan that thrives in the 21st century. ***Mike Slamka**, Director of Customer Relations, Interop Technologies* ***Alicia Tripler**, Director of Sales and Customer Development, Nex-Tech Wireless* ***Tim Quinlivan**, VP of Sales/Marketing/Customer Success, AwareX*
10:30AM – 11:20AM POLICY AND TRENDS TRACK	**Session 104: CCA's Industry Development Programs: What's in it For You?** ***Location:** Room A2, Ground Floor* CCA's carrier-only Business Innovation Group (BIG) and the Industry Development Programs provide a unique opportunity for CCA associate members to deliver solutions to carrier members. In this session, you will hear what carriers have identified as top priorities for their companies and will see the results of CCA's carrier survey, which includes valuable information on carriers' current and future needs. This session is designed for current and prospective CCA associate members as an opportunity learn about specific carrier needs and evaluate whether or not your company provides a solution that may address a specific challenge. ***Kim Caronchi**, Director of Industry Development, CCA* In this session you will learn: • CCA carriers' top priorities and challenges as identified in CCA carrier survey. • How your company can present a solution to the BIG. • Current Industry Development Programs, and how to partner with CCA.
11:30AM – 1:00PM	Lunch Served in Exhibit Hall ***Location:** Grand Hall, Ground Floor*
12:00PM – 2:00PM *Lunch is Served*	CCA Board of Directors Meeting *CCA Board Members only.*
1:00PM – 1:50PM BUSINESS DEVELOPMENT TRACK	**Session 201: Self-leadership & Self-management: Power Tools for the Telecom Industry** ***Location:** Room D3, Ground Floor* More often than before, 21st century leaders need to first lead with their hearts, and with their brains second. This leadership shift reflects the diverse and complex needs of today's multi-generation workplaces. To be competitive and to stand out as first in class, telecom workplaces and their leaders need a heavy dose of transformational leadership. **What's Covered in This Workshop?**

	1. Self-leadership and self-management as power tools for transformational leadership and why they are crucial to an organization's overall success 2. How to apply self-leadership & self-management to the next generation of telecom employees 3. Live coaching demonstration on how to use the 6-Step Feedback Coaching Tool to build self-leadership and self-management **Who should attend?** This workshop is suitable for all employees within the workplace interested in their personal and professional growth. It is especially suitable for managers/leaders who are looking for a structured way to engage their employees while building a productive world class workforce. ***Phyllis Jarvis**, CEO, Ultimate Potentials*
1:00PM – 1:50PM TECHNICAL TRACK	**Session 202: 5G Implementations: Urban vs. Rural** ***Location:** Room D2, Ground Floor* As with any new technology, 5G brings both new capabilities and new challenges, especially as it applies to regional carriers. Technology leaders need to understand the variety of requirements for infrastructure, transport, spectrum and more. Join this session to learn about the technical requirements for bringing 5G capabilities to rural America. Key Takeaways: 1. What is required to deploy 5G in rural America vs. urban? 2. What spectrum is available? Is additional spectrum required? 3. Fixed infrastructure only or add in a mobile infrastructure extension?
1:00PM – 1:50PM CUSTOMER EXPERIENCE & MARKETING TRACK	**Session 203: Sales in a Multi-Generational World** ***Location:** Room D1, Ground Floor* Today's wireless market is highly segmented, and consumers approach carriers in both online and in-person environments. "One size fits all" interactions miss the opportunity to connect with customers in a manner that speaks to them. What are carriers doing today to reach various generational segments and is your company keeping up? In this session, we'll discuss generational preferences, showcase approaches to tailor communications and explore the tools utilized and the soft skills employed.
1:00PM – 1:50PM POLICY AND TRENDS TRACK	**Session 204: Feeding the Data Monster:** **How Policymakers are Acting to Meet America's Insatiable Spectrum Demands** ***Location:** Room A2, Ground Floor* The rapidly increasing demand for mobile broadband services has required regulators to come up with innovative ways to maximize spectrum in low, mid, and high bands. The FCC's recent efforts to reallocate C-Band spectrum in a public auction in a relatively

	narrow time frame demonstrates the mounting industry pressure for widespread 5G deployment. This panel will look at how the FCC and Congress are working to free up spectrum in the near future, including C-band, CBRS, 2.5 GHz, L-band, and more.
1:50PM – 2:00PM	**Break**
2:00PM – 2:50PM BUSINESS DEVELOPMENT TRACK	**Session 301: Smart City/Town Partnerships: The Role of Wireless Carriers in the Smart City Eco System** ***Location:*** *Room D3, Ground Floor* The mobile broadband industry for many years has been talking about smart cities and towns. But what is happening now in current ecosystems and what's anticipated for the coming 5G revolution? This session will describe the smart city ecosystem, address the dynamics of public/private partnerships and discuss the productivity of wireless service objectives. Key Takeaways: 1. Learn what you can do to participate in the smart city movement 2. Hear case studies from government and private practitioners ***Mark Harms****, Senior Consultant, Award Solutions – moderator* ***Dr. Brenda Connor,*** *Head of Smart Cities and Intelligent Transport Systems, Ericsson* ***Mahesh Patel****, Sr. Manager, IoT Product Management, US Cellular* ***Jennifer Sanders****, Executive Director, Dallas Innovation Alliance*
2:00PM – 2:50PM TECHNICAL TRACK	**Session 302: VoLTE: Pain Points and Planning for the Future** ***Location:*** *Room D2, Ground Floor* Attend this session to learn the key considerations for successful VoLTE strategies, as well as how to overcome the challenges of deploying the IMS/EPC core network. Key Takeaways: 1. How to prepare for a 3G network sunset 2. Considerations in preparing for VoLTE end-to-end service readiness 3. The effect of VoLTE on data volume 4. Device availability and the role of the OEM ***Shannon Chevier,*** *Director, Product Management, REDCOM Laboratories, Inc.* ***Russ Lipinski,*** *President, Associated Carrier Group* ***Brandon Larson****, GM Multimedia Solutions, Mavenir*
2:00PM – 2:50PM CUSTOMER EXPERIENCE & MARKETING TRACK	**Session 303: Brand Ambassadors** ***Location:*** *Room D1, Ground Floor* One of the most significant goals in marketing is to retain existing customers, acquire new customers, and ultimately increase sales among both. So, what if your brand had a secret weapon you could use to easily gain trust with these customers? This session will provide an introduction on how brand ambassador programs have become a powerful

	tool for brand impact and will explore the challenges and successes associated with them. Key Takeaways: 1. Learn what a brand ambassador program is 2. Hear brand ambassador case studies 3. Explore what makes a brand ambassador program successful ***Jackie Mallory,*** *CMO, Carolina West Wireless*
2:00PM – 2:50PM POLICY AND TRENDS TRACK	Session 304: *2020 Vision:* *Bridging the Digital Divide in the New Decade* ***Location:*** *Room A2, Ground Floor* Universal Service funding is essential in bridging the digital divide in rural areas of the country. As communications technology evolves and challenges emerge, regulators have made adjustments to the Universal Service program to ensure it is optimized to provide services to those in need. The FCC's new 5G Fund demonstrates the need for an updated program for broadband deployment in the new decade. This panel will discuss the evolution of Universal Service, developments in mapping unserved areas, and challenges Congress and the FCC may face in accurately allocating resources to the areas most in need.
3:00PM – 5:00PM	Exhibit Hall Reception ***Location:*** *Grand Hall, Ground Floor*
5:00PM – 8:00PM	Exhibitor Move-Out