



Communications Exchange Sessions

Wednesday, November 2, 10:45am – 12:15 pm

Session 1: Bringing Science to the Art of Marketing for CSPs

What forces are shaping the Communications Service Providers' (CSPs) landscape today? From a consumer, CMO and industry analyst perspective, explore the key issues and challenges of CSPs and how these issues indicate that transformation and diversification are mandates for CSPs. Then we begin exploration of counter measures as peer organizations will reveal their use of analytics and interactive marketing to help tackle these problems.

Featured Speakers:



Lee Doyle
Group Vice President and
General Manager
Network Infrastructure and
Security Products and
Services
IDC



Robert Fox
Global Industry Leader-
Telecommunications Media
and Entertainment
IBM

Tuesday, November 2, 3:30 pm – 5:00 pm

Session 2: Innovations in Customer-Centric Selling and Service

Top of mind for today's service provider executives is how to deliver the best customer experience possible across all interaction channels to drive greater revenue, profits, and customer loyalty. Customers will provide insights and strategies to embrace advanced selling and service techniques, including multi-channel transformation, order management, and customer support interactions that combine to create a superior customer experience.

Featured Speakers:



Robert Rich
Managing Director
TM Forum Insights



Jeff Smith
Vice President
Communications Sector
IBM



Thursday, November 3, 8:00 am – 9:15 am

Session 3: Speakers' Breakfast Exchange

Network with your industry peers over breakfast. This is a perfect opportunity to meet the speakers from the day before and engage in further dialogue. IBM senior Communications industry executives will be available for deeper discussion and to answer any questions you may have.

For those attendees in marketing leadership roles within their companies, there is a separate breakfast exchange focused exclusively on marketing leadership topics.

Thursday, November 3, 11:30 am – 12:30 pm

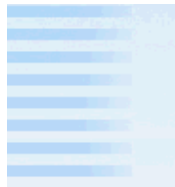
Session 4: Towards Smarter Services and a Smarter Future

In this session, we discuss the industry's future and call to action. We explain our point of view on CSPs' unique responsibility to make our planet smarter – as well as the opportunity that role promises. We explore the future by examining how compelling new services represent new revenue growth for CSPs and we investigate an emerging area of opportunity – cloud-based offerings for specific industries. Hear from leaders about their need to collaborate to deliver industry-relevant services for their employees and customers.

Featured Speakers:



Scott Stainken
General Manager
Global Telecommunications
Industry
IBM



Jacqueline Woods
Vice President
Industry & Solutions Marketing
IBM