

2019  
NTCA

# MARKETING+SALES CONFERENCE

APRIL 28–30, 2019; NEW ORLEANS, LA

# Marketing Is...



■ = Think Tank   ■ = Master Mind   ■ = Nitty Gritty

## SUNDAY

1:30 p.m. – 5:00 p.m.

### Preconference Workshop: Digital Marketing Strategies

Beth Trejo, Chief Executive Officer, Chatterkick

Dig into digital marketing strategies that work for you. This full afternoon of interactive Sessions with Chatterkick CEO Beth Trejo and her team will take you through the fundamentals of today’s digital marketing channels.

- How Much to Spend and Where?
- Determining and Setting Your Social Media Advertising Budget
- 7 Digital Marketing Hacks Used by Big Brands
- Taking Your Chat Bots to the Next Level
- Instagram Stories: Learn What's Working Now

## MONDAY

7:30 a.m. – 5:00 p.m.

### Registration

7:45 a.m. – 8:30 a.m.

### Continental Breakfast

Noon – 1:30 p.m.

### Lunch

8:15 a.m. – 10:30 a.m.

### Data Revolution: Redefining Business Today

*Christopher Kingsley, Chief Creative Officer, Firespring*

Discover how data is redefining business today and changing the way we market. Learn to breakdown analyze data-driven decision-making and discover how new tools and practices can elevate organizations of any size.

### Customer Feedback and Reviews: Part Deux—Consider Unhappy Customers a Gift to Learning

A lesson learned is that “proactive” is the name of the game. Positive or negative, mean tweets or praise, every day we see it all. A group of NTCA Marketing Committee members share tips and tricks for staying out in front of the gauntlet of social media reviews.

### Smart Rural Community 2.0

Since 2014, Smart Rural Community has broadcast the achievements of rural broadband on Capitol Hill and throughout the country, highlighting rural technological endeavors supporting education, health care and

	<p>economic development. Get ready for new opportunities as you witness the unveiling of SRC 2.0.</p>
<p>10:45 a.m. – 11:45 a.m.</p>	<p><b>Peer-to-Peer Roundtables</b>          Popular and in-demand—Join one of three roundtable discussions assigned by company size, so you can network with peers who understand your challenges. This unique opportunity introduces you to colleagues you didn't know you had to exchange invaluable advice and perspectives.</p>
<p>11:45 a.m.–1:15 p.m.</p>	<p><b>Marketing Excellence Awards Ceremony Luncheon</b>          Join us in celebrating the best and creative talents to your peers in this signifying awards competition. The Marketing Excellence Award (formerly TeleChoice Awards) showcases creative prowess at its greatest; recognizing work in the following categories: marketing, branding, public relations, sales, publications, website and broadcast advertising.</p>
<p>1:15 p.m. – 2:00 p.m.</p>	<p><b>CONCURRENT SESSION A (do not repeat)</b>  <b>Websites That Convert</b>          Discover what makes great websites work. This session will cover what's important when it comes to features and functions, customer experience, and using social proof in your efforts.</p> <p><b>Marketing OTT</b>          Insiders know the TV industry is planning for an all-app future, and the tables are being set for it now. One key strategy is providing robust broadband while uncovering tactics to upsell subscriber packages. Hear what it takes to educate your customers on streaming before someone else does.</p>
	<p><b>Be Prepared and Always Ready</b>          Storms, fires and flooding—telcos and utility networks are being tested like never before. Peers share from their recent experiences about how to respond to the unexpected and what it takes to recover. Learn to identify your weak areas, understand your role as the public face of your telco and hear successful communication practices to keep the public informed.</p>
<p>2:15 p.m. – 3:00 p.m.</p>	<p><b>CONCURRENT SESSIONS B</b></p>
	<p><b>The Many Flavors of Partnerships</b>          Business combinations of all kinds continue to thrive this year as many companies, old and new, scramble to support unserved rural areas. Learn how telco partnerships with third parties have culminated in success and hear about the other side of the story you don't often hear.</p>
	<p><b>How to Build a Sales Team and Culture</b>          Successful companies today will say they are first and foremost a sales organization recognizing that sales culture starts at the top. However, as part of the communications team, you play an integral role in the company's successful adoption of a total sales culture. This session helps you understand not only how to build the sales team you need, but also how to support senior execs with building an enduring sales culture.</p> <p><b>Customer Experience 2020</b></p>

	The buzz phrase in retail last year was “customer experience,” and it is not going away any time soon. Hear from a few telcos that have outdone themselves in this area and what it takes to build lasting changes in customer experience.
5:00 p.m. – 6:00 p.m.	<b>CONCURRENT SESSIONS B (repeat)</b>
4:00 p.m. – 5:30 p.m.	<b>Welcome Reception + Solution Provider Showcase</b>

**TUESDAY**

8:30 a.m. – 4:00 a.m.	<b>Registration</b>
8:30 a.m. – 9:15 a.m.	<b>CONCURRENT SESSIONS C</b>
	<b>Innovation Ignition</b> Rural broadband has many stories of innovation to share, and you’ll hear many of them told at a rapid pace. Using the “Ignite” format, speakers have five minutes and five slides to share their most creative rural telco marketing ideas.
	<b>Using Analytics to Boost Sales</b> Marketers are collecting more data about customers and prospects than ever before, but what good is it just sitting in a database? Learn how others are connecting the dots and letting data guide them in sales strategies. Discover how your existing data sets can drive sales conversations and help make your job easier.
	<b>Soup to Nuts: Fundamentals of the Complete Successful Marketing Campaign</b> Surprise! You’re now the marketing director. Find out how to conceive, create and execute successful marketing action plans and campaigns. From the fundamentals of defining goals and strategies to delivering and analyzing results. This fast-paced comprehensive session helps you to set the table for marketing success.
9:30 a.m. – 10:15 a.m.	<b>CONCURRENT SESSIONS C (repeat)</b>
10:30 a.m. – Noon	<b>Curbside Consultations</b> Pull up a chair for intimate and informal conversations about relevant issues for marketing professionals. Five topics will be crowdsourced by attendees days before the conference to bring you the most top-of-mind issues for discussion. Every 30 minutes attendees are encouraged to rotate rooms providing the opportunity to engage in four networking experiences with your peers on the topics critical to you.
Noon – 1:00 p.m.	<b>Lunch on Your Own</b>
1:00 p.m. – 1:45 p.m.	<b>CONCURRENT SESSIONS D</b>
	<b>Selling Hosted Voice in Six Steps</b> Learn the six critical things to grow your hosted voice (VoIP) business. A panel of successful hosted voice providers share what they did to

	successfully bring the service to market, differentiate it from the competition and overcome sales challenges.
	<p><b>Upselling the Smart Home</b></p> <p>Some telcos were a bit ahead of their time a few years ago by selling smart home tech and devices before customers were ready for it. As smart home tech continues to gain awareness and popularity subscribers are adding devices to their network, and it is now becoming apparent to them that smart home solutions are necessary. Position yourself as the smart home solution provider, help these consumers figure it all out, and bring in some additional revenue while you're at it.</p>
	<p><b>Sales Fundamentals for Marketers</b></p> <p>Your job is to launch a product to market and then let the sales team pick it up from there—right? You're a marketer, that's what you've been trained to do. You're not a salesperson—right? Unfortunately, wrong—the many hats you wear put you right at the center of the sales culture. Learn the basics of real-world sales they didn't cover in your marketing classes.</p>
2:00 p.m. – 2:45 p.m.	<p><b>CONCURRENT SESSIONS D (repeat)</b></p> <p><b>Closing General Session</b></p> <p><b>Being Small(er) and Mighty</b></p> <p><i>Emily Soccorsy, Co-founder, Strategist, Root+River</i></p> <p>The trend of big brands dominating all market share may seem stronger than ever, but the truth is this is the best time to be a small(er) or regional brand. Examining lessons from the localism movement, the democratization of information and the ability to tell stories, we will see how small(er) brands can become mightily connected to their audiences and remain connected for years to come.</p>
3:00 p.m. – 4:00 p.m.	
4:00 p.m.	<b>Conference Adjourns</b>