



Consumer Services & Marketing Seminar

Tuesday – October 24, 2017

Oregon Garden Resort
879 W. Main Street – Silverton, Oregon



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Program Agenda

- 7:00 a.m. – 7:45 a.m. Continental Breakfast
- 7:45 a.m. – 8:00 a.m. Welcome and Announcements – **Michele Jones**, Marketing & Business Manager – **Reliance Connects**; OTA Consumer Services & Marketing Committee Chair
- 8:00 a.m. – 9:00 a.m. **“Customer and Company Enjoying a Good Experience Together.”** – **Brett Hollis**, Motivational Speaker, Comedian, Storyteller
- “This phone call may be recorded in order to ensure quality customer service.”*
“How may I help you?” “I’m sorry. Would you like to talk to our manager?”
- As customers, we have all been on the receiving end of comments like these. As Corporations you, no doubt, have been on the other side of the conversation. And the reason the dialogue is happening in the first place is because of dissatisfaction on the part of the customer. In this session, we will be covering how we can better close the gap between the company and the customer in order for each to have a good experience together.
- 9:00 a.m. – 9:15 a.m. Refreshment Break / Visit Exhibits
- 9:15 a.m. – 9:20 a.m. Door prizes
- 9:20 a.m. – 10:20 a.m. **“The Art of Connecting: Creative Ways to Reach Your Audience.”** – **Dave Nieuwstraten**, CEO – **Pivot Group**
I’m sure you’ve heard the philosophical question: “If a tree falls in the forest and no one is there to hear it, does it make a sound?” But have you heard, “If a direct mail piece gets sent, and no one reads it, does it count as marketing?” Connecting with your customers and members is one of the most important things you do as an organization. In this session, we’ll take a look at creative ways to get your message across in an effective way.
- 10:20 a.m. – 10:35 a.m. Refreshment Break / Visit Exhibits
- 10:35 a.m. – 10:40 a.m. Door prizes
- 10:40 a.m. – 12:00 p.m. **“Cutting the Cable with Safety Scissors.”** – **Shaun McClure**, Lead Business Technical Specialist – **Stayton Cooperative Telephone Company**
Streaming video services continue to expand in both popularity and complication. For every Netflix and Hulu user, there is someone else looking for their way to stream NFL football, something local or international content. This presentation will touch on the multitude of Services, the devices available, and the Internet speed necessary for a customer to have the best possible experience.
- 12:00 p.m. – 1:00 p.m. Networking Lunch Buffet / Visit Exhibits
- 1:00 p.m. – 1:05 p.m. Door prizes
- 1:05 p.m. – 2:30 p.m. **“Workplace Safety Panel.”** — Panel discussion moderated by **Michele Jones** – **Reliance Connects**. Panel members include: **Dave Lindsay**, **Reliance Connects / Day Wireless Systems**, **Maureen Comstock**, **Stayton Cooperative Telephone Company**, and **Mike Hetzel**, **Unitel Insurance**.
Join us for a panel discussion on workplace safety. We’ll cover best practices for your office, workplace violence, recognizing abuse, tips and suggestions for maintaining a safe work environment.

(continued.....)

| | |
|-----------------------|--|
| 2:30 p.m. – 2:45 p.m. | Refreshment Break / Visit Exhibits |
| 2:45 p.m. – 2:50 p.m. | Door prizes |
| 2:50 p.m. – 4:00 p.m. | “You’ve Got to Stop and Smell the Roses.” – Brett Hollis, Motivational Speaker, Comedian, Storyteller In this session, we will stop; take a deep breath and look at ways we can enjoy this fast-paced advancement of technology without missing the roses along the way. |
| 4:00 p.m. – 4:15 p.m. | Final door prizes & adjournment |
| 4:30 p.m. → | Post conference “debriefing” in the lounge at the resort. |



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Seminar Registration Form

Completed registration form(s) must be received in the OTA Office by 5:00 p.m. Monday – October 16, 2017

| | |
|---|-----------|
| Member Registration for the first attendee; received by October 16 (includes Telephone Company employees of other State Associations) | \$ 325.00 |
| ***Additional attendees (after first attendee registered at full rate) employed by the same company qualify for a discounted per person rate *** <i>discount rate offered again this year!!</i> | \$ 275.00 |
| Non-Member Registration; received by October 16 | \$ 475.00 |
| Guest Meals Registration; (only for add'l person, over the first two attendees, representing an exhibiting company; or for a spouse of a registered attendee) | \$ 50.00 |
| Late Registration Fee; received after October 16 – please add | \$ 25.00 |
| Member Exhibit Fee per Table; (in addition to seminar registration fee) | \$ 100.00 |
| Non-Member Exhibit Fee per Table; (in addition to seminar registration fee) | \$ 250.00 |

PLEASE NOTE: Hotel policy requires a guaranteed number of attendees one week prior to our event. We appreciate your understanding of this.
Cancellations made after October 16 & “no-shows” will be charged the full registration fee.

Exhibitor and Sponsorship details are on a separate registration form. Please register early --- space is limited!

| | |
|--|--|
| Payment Information: | |
| <input type="checkbox"/> Payment Enclosed: Check # _____ | <input type="checkbox"/> Bill my Company: Your Purchaser Order # _____ |
| <u>You may pay with a credit card by registering for this event at www.ota-telecom.org or call the OTA office to process your payment by phone.</u> | |
| Attendee(s) Registration Fee(s): | \$ _____ |
| Exhibit Table Fee(s): | \$ _____ |
| Sponsorship Contribution: | \$ _____ |
| Total Registration Amount: \$ _____ | Signature: _____ |

Contact Person: _____ **Email:** _____

Company Name: _____ **Telephone #:** _____

Address: Street, City, State, Zip: _____

Attendees:

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Register on line at: www.ota-telecom.org

or

Mail or Fax to: OTA • 777 13th Street, SE – Suite 120 • Salem, OR 97301 • PH: 503-581-7430 • FAX: 503-581-7457



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Lodging and Registration Information

For hotel reservations, call 503-874-2500 Ext.0. Please indicate that you are with the **OTA Consumer Services & Marketing Seminar group.** **The cut-off date for making reservations is Saturday – September 23, 2017.** Please make your room reservations as soon as possible to ensure access to our group room block. You may also make online reservations by going to www.oregongardenresort.com. Please follow the steps below:

1. Under "Your place to Dream" click on the "GROUP LOGIN" button.
2. This will direct you to a new page that will ask for a Group ID & Password (enter "OTA" for both the Group ID & the Password).
3. Enter the Code above and click "Login."
4. You will be directed to a new page that will show the rooms available in the group block.
5. Click "rates" to book a room listed under the dates listed on the left side **OR** change the dates, number of guest on the left and then click "search for availability."
6. Either one of these will take you to a page to click "reserve" to start the reservation.
7. If you require a room extending dates not in the group block or a room not reserved in the room block, please contact us directly to assist you in making your reservation.

If you should have any special room requests or complications please also feel free to contact the Reservation Manager at [503-874-2508](tel:503-874-2508).

| Room Type | Rate Per Night |
|---|----------------|
| King (single or double occupancy) | \$ 99.00** |
| Double Queen (single or double occupancy) | \$ 99.00** |

**All rates are subject to the prevailing taxes and fees, currently at 10.8%.

Please submit your registration no later than Monday – October 16, 2017. You may either register on line or download the forms from the OTA website and complete manually. Payment options: Request to be invoiced and mail a check or pay with a credit card online. We accept Master Card, VISA and Discover Card --- we do NOT accept AMEX. If you prefer to process your credit card payment by phone, please call the OTA office at 503-581-7430.

Register on-line at: www.ota-telecom.org (click on the "Events" tab and select "Consumer Services & Marketing Seminar.")

or

Mail / FAX completed form(s) to: OTA – 777 13th St., SE – Suite 120 – Salem, OR 97301-4038 • FAX: 503-581-7457

| | |
|---|-----------|
| Member Registration for the first attendee; received by October 16 (includes Telephone Company employees of other State Associations) | \$ 325.00 |
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Cancellations made after October 16, 2017 and "no-shows" will be charged the full registration fee.

Registration Fee Includes: Program, seminar materials, refreshment breaks, continental breakfast and buffet lunch.

If you require special arrangements in order to fully participate in the seminar, please call the OTA office so we can discuss how to meet your needs.

Please remember to bring items for door prize drawing activities!



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Exhibit and Sponsor Registration Form

PLEASE NOTE: Hotel policies require a **guaranteed number of attendees** one week prior to events. We appreciate your understanding of this. **Cancellations made after October 16 and “no shows” will be charged a full registration fee.**

Please complete both the seminar registration form and this exhibit/sponsor form when registering. **The first two persons representing an exhibiting company must also register for the seminar and pay the full individual registration fee. Each additional person representing the exhibiting company is required to pay only a guest meals fee of \$50.00.** Payment options are listed on the seminar registration form. Six-foot skirted tables are available for your exhibit. We will not be using pipe and drape.

Company Name: _____

Contact Person: _____

Address: Street, City, State, Zip: _____

Telephone #: _____

FAX #: _____

Email: _____ **Please reserve _____ exhibit table(s) for my company.**

Please indicate whether or not you will need power to your exhibit table: Yes _____ No _____

Any additional charges for power/internet access above what is normally included will be the responsibility of the exhibitor.

| | | |
|---------------------|------------|---|
| Exhibit Fee: | OTA Member | \$100.00 for the first table; \$50.00 for each additional table |
| | Non-Member | \$250.00 for the first table; \$100.00 for each additional table. |

Shipping Instructions: If you will be shipping display materials or related equipment to the seminar site; please ship to arrive no earlier than one day prior to the event, and arrange for items to be shipped out within one day after the event.

Ship to: Oregon Garden Resort
 895 West Main Street – Silverton, Oregon
EVENT: “OTA Consumer Services & Marketing Seminar” -- October 24, 2017

Sponsorship Opportunities: If interested, please select the event(s) that you would like to sponsor or co-sponsor by checking the corresponding box. If you wish to co-sponsor for less than the full donation amount; please specify the level of contribution you wish to make, and enter that dollar amount below and in the payment box on the seminar registration form. Sponsors will be acknowledged in the printed seminar program and with on-site signage, from the podium, and in the following issue of OTA’s quarterly eNewsletter. Thank you for your support!

- Morning refreshment break (coffee, tea, bottled water) = \$150.00
- Afternoon refreshment break (coffee, tea, bottled water, soft drinks, cookies, brownies) = \$225.00
- General sponsorship = \$250.00

Amount of sponsorship contribution: \$ _____ (include amount in payment box on seminar registration form).

Register on line at: www.ota-telecom.org

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