



Consumer Services & Marketing Seminar

Wednesday – October 9, 2019



Best Western Premier Boulder Falls Inn
505 Mullins Drive – Lebanon, Oregon



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Pre-Conference Networking Event (optional), Tuesday, October 8, 2019

This year's conference has filled every moment with information, education and inspiration for the maximum benefit to your consumer services and marketing teams. However, we have heard year over year that *one of the most valuable* takeaways from these events is the opportunity to network with local telecom peers about shared challenges, successes and opportunities to improve. To foster that overwhelming request, there will be an optional networking opportunity for attendees on Tuesday evening, October 8, starting at 6:30 PM at the hotel for those who plan to arrive the day before. We hope you will consider joining us for this pre-function and a chance to spend time together in a casual setting to learn from and grow with your peers. As you register for the event, you will receive further information on where to meet for this opportunity. *This event is free to attend with full conference registration.*

Program Agenda

- | | |
|-----------------------|--|
| 7:00 a.m. – 7:45 a.m. | Buffet Breakfast |
| 7:45 a.m. – 7:50 a.m. | Welcome and Announcements – Amy Russ, Marketing Manager – DirectLink, BCT and CBS; OTA Consumer Services & Marketing Committee Chair |
| 7:50 a.m. – 8:00 a.m. | Ice Breaker Activity |
| 8:00 a.m. – 9:00 a.m. | “Success in Life is an Attitude.” – Ron Heagy, Nationally Known Motivational Speaker and Accomplished Author – Never Give Up
During spring break the day before his 18 th birthday, Ron Heagy broke his neck in a surfing accident which left him paralyzed from the neck down. His life as he had known it, was suddenly forever changed. With numerous challenges now before him, Ron had to make a choice --- to give up or to go on. With a positive attitude, Ron accomplished a master's degree in social work from San Diego State University, became a nationally known motivational speaker, accomplished author, talented mouth-painter, founder of a special needs camp and most importantly a loving and dedicated father of two daughters. For 25 years he has inspired millions of individuals from his wheelchair, or as he likes to call it, his chariot. With his candid sense of humor and real-life experiences, Ron teaches how to turn adversity into opportunity by delivering a message of courage, strength and hope for the future. |
| 9:00 a.m. – 9:05 a.m. | Stretch Break |
| 9:05 a.m. – 9:35 a.m. | “PUC Updates.” – In the first half of this session, Charla Muntz, Senior Compliance Specialist in the Consumer Services Section at the Oregon Public Utility Commission will speak on Customer Trends and Complaints. In the second half of this session, Jon Cray, Program Manager for the PUC's Residential Service Protection Fund will present on the Oregon LifeLine Program. |
| 9:35 a.m. – 9:45 a.m. | Refreshment Break / Visit Exhibits / Door Prizes |

- 9:45 a.m. – 11:00 a.m. **“Connected Devices & Managed WiFi Discussion.”**
Shaun McClure, Lead Business Technical Specialist from SCTC will start this session with an overview of popular and upcoming wireless devices. We'll then segue into a Managed WiFi panel comprised of seasoned telecom colleagues at various levels of WiFi deployment who will explore how these connected devices affect WiFi services, how to best position the product for easy representative sales, and other WiFi product concerns. Panelists will include Shaun McClure (SCTC), Mark Miller, Outside Plant Supervisor (Scio Mutual Telephone), and Gene de Vore, Data Operations, Manager (DirectLink) with Michele Jones, Marketing and Sales Manager (Reliance Connects) as moderator.
- 11:00 a.m. – 11:05 a.m. **Stretch Break**
- 11:05 a.m. – 11:45 a.m. **“Spaghetti on the Wall”** brainstorming breakout sessions for both Marketing and Consumer Service teams.
- Marketing focus to include campaign approach ideas, promotional themes (including holidays), and other successful elements to entice new members or upsell opportunities.
 - Consumer Services to focus on various approaches to *Dazzling the Customer* and establishing competitive advantage during member interaction.
 - *Notes will be taken at both sessions and provided to all attendees post-conference for their use.*
- 11:45 a.m. – 12:30 p.m. **Buffet Lunch / Visit Exhibits / Door Prizes**
- 12:30 p.m. – 1:30 p.m. **“Real World Marketing to Grab Attention!” – Jennifer Larsen-Morrow, Owner – Creative Company**
Jennifer brings 40+ years of hands-on experience of marketing insight to her lively and idea-packed presentation. Be ready to take notes! What's the best way to gain attention from your time-starved audiences today? She'll offer insight on digital tactics and guerilla actions you can use right away. Social? Maybe. Signing? Yes! Website tune-up? Of course. Join Jennifer to discover new ways to get the word out about your services.
- 1:30 p.m. – 1:35 p.m. **Stretch Break**
- 1:35 p.m. – 2:20 p.m. **“Cyber Security: Building Human Firewalls.” – Gene de Vore, Data Operations Manager at DirectLink, will be on hand to bring new light to methods of protecting company and self from viruses, trojans, and other threats through electronic communication practices.**
- 2:20 p.m. – 2:35 p.m. **Refreshment Break / Visit Exhibits / Door Prizes**
- 2:35 p.m. – 3:35 p.m. **“Sales Techniques & Knowing Your Competition.” – Mike Reding, Owner of MBR Training and Consulting, Inc.**
Listening Sales vs Talking Sales, Overcoming Objections, Feature/Benefit Analysis, Customer Relationships.
- 3:35 p.m. – 3:40 p.m. **Stretch Break**
- 3:40 p.m. – 4:30 p.m. **“Success in Life is an Attitude.” – Ron Heagy – Never Give Up**

Final door prizes and adjournment



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Lodging and Registration Information

For hotel reservations, call 541-451-1000. Please indicate that you are with the **OTA Conference**. **The cut-off date for making reservations is Friday – September 13, 2019.** Please make your room reservations as soon as possible to ensure access to our group room block.

Room Type	Rate Per Night
Deluxe King / Double Queen (single or double occupancy)**	\$ 119.00**

***Hotel rates are subject to applicable local lodging taxes, currently 13.8%, in effect at time of check-in or cancellation. Room rates are net, non-commissionable.*

Please submit your registration no later than Friday – September 27, 2019. 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.

Registration Fee Includes: Program, seminar materials, refreshment breaks, buffet breakfast, buffet lunch and entry to the pre-function networking event on Tuesday evening, if desired. If you require special arrangements in order to fully participate in the seminar, please call the OTA office to discuss how we can meet your needs.

Member Registration for the first attendee; received by September 13 (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 ***discounted rate offered again this year!!	\$ 275.00
Non-Member Registration; received by September 13	\$ 475.00
Guest Meals Registration; (only for an add'l person, over the first two attendees, representing an exhibiting company; or for a spouse of a registered attendee)	\$ 50.00
Pre-Function Networking Event on Tuesday Evening, October 8 (optional attendance); no-host bar	Entry included with full conference registration
Late Registration Fee; received after September 13 – 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

Cancellations made after September 13 and “no-shows” will be charged the full registration fee.

We ask that if you could, please bring item(s) for door prize drawing activities --- suggested value of around \$25.00. Thank you!!



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Seminar Registration Form

***** Completed registration form(s) must be received in the OTA Office by 5:00 p.m. Friday – September 27, 2019 *****

Member Registration for the first attendee; received by September 27 (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
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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 September 27 & “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.

We ask that if you could, please bring item(s) for our door prize drawing activities --- suggested value of around \$25.00. Thank you!!

Payment Information:

Payment Enclosed: Check # _____ Bill my Company: Your Purchaser Order # _____

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.

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: *Please check boxes for individuals if attending pre-function.* **Yes! I will attend the Pre-function on Tuesday evening at the hotel!**

Name _____ Email _____

Name _____ Email _____

Name _____ Email _____

Name _____ Email _____

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

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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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 September 27 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.

**** We ask that if you could, please bring item(s) for our door prize drawing activities --- suggested value of around \$25.00. Thank you!! ****

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: Best Western Premier Boulder Falls Inn
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EVENT: “OTA Consumer Services & Marketing Seminar” -- October 9, 2019

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

Mail or fax to: OTA • 777 13th Street SE, Suite 120 • Salem, OR 97301-4038 • PHONE: 503-581-7430 • FAX: 503-581-7457