



The Consumer Services and Marketing Group is offering a live half-day virtual conference designed to connect you with industry experts and colleagues from around the Pacific Northwest.

November 19, 2020

Thursday – 8 a.m. to 12:00 p.m.

\$150.00 per person for the first two attendees, \$75.00 per person for 3 + attendees.

The recorded version of this event will be available two weeks after the event for \$150.00 per person.

Visit www.ota-telecom.org. Questions?? Call 503-581-7430 or email sallen@ota-telecom.org

TOPICS

“Messaging Through the Ages.”

with Gene de Vore
Director of Data Operations
Consolidated Business Services

“The Future of Customer Experience.”

with Jeremy Graves
President
Pivot Group, LLC

“Connecting Through the Chaos.”

Round Table Discussion

with Merry Shepard, Product Marketing Manager, Pivot Group & Michele Jones, Marketing and Sales Manager, Reliance Connects

“Moving from Surviving to Thriving.”

with Tangee Summerhill-Bishop
Owner, Happy Baskets & Simple Pleasures

8:00 – 8:10 a.m. Welcome and Announcements

8:10 – 9:10 a.m. **“Messaging Through the Ages.”** – Gene de Vore
An entertaining look at communications from stone age to current day with a quick snapshot of the future of our industry.

9:10 – 9:15 a.m. Break

9:15 – 10:15 a.m. **“The Future of Customer Experience.”** – Jeremy Graves
You have to be planning and preparing today to meet the expectations of the customers of tomorrow. Price, product and package will not necessarily be your competitive edge in the future. Companies will be competing on the experience delivered to a customer and that spans every touch point in your organization. During this session, we’ll discuss 3 key areas of focus to improve your CX now and lay the groundwork for exceeding customer’s expectations in the future.

10:15 – 10:20 a.m. Break

10:20 – 11:00 a.m. **“Connecting Through the Chaos.”**

Join Merry Shepard and Michele Jones for a lively round table discussion on marketing in 2020 and beyond. We’ll discuss the lesson’s learned and the changes we’ll make. We’ll also share some ideas to help you end 2020 on a high note and some marketing examples from across several companies. In preparation for our discussion please bring your thoughts on these questions.

1. What are the lessons you’ve learned this year?
2. What are your thoughts on, is there a new way to approach marketing after 2020? What are those new ways (i.e. more heartfelt or more direct, etc.)

11:00 – 11:05 a.m. Break

11:05 a.m. – 12:00 p.m. **“Moving from Surviving to Thriving.”** – Tangee Summerhill- Bishop

You’ve heard it or said it yourself, “I’m surviving,” when asked “How are you doing?” A common answer given everything that 2020 has thrown at us. My goal, with our time together, is to help you shift from “SURVIVING” to “THRIVING” and moving yourself forward. This dynamic presentation will use audience participation, stories and techniques to give you a positive outlook now and into the future.

To ensure that your experience is successful, upon receipt of your registration, a “tips sheet” will be sent with your confirmation to familiarize you with MS Teams. This sheet will include a series of days/times that we will be offering “test” sessions prior to the conference. We strongly encourage you to take part in one of these sessions to ensure that you feel comfortable navigating through MS Teams and that your computer or laptop’s microphone and camera are functioning properly.

****Register here****