



Consumer Services & Marketing Seminar

Friday – October 15, 2021

We hope you will join us for a pre-conference
“Meet & Greet Welcome Reception” on
Thursday evening – October 14 from 6:00 p.m. to 7:30 p.m.



Best Western Premier Boulder Falls Inn & Conference Center
505 Mullins Drive – Lebanon, Oregon 97355



Consumer Services and Marketing Seminar Friday – October 15, 2021

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Program Agenda

Thursday – October 14

6:00 p.m. – 7:30 p.m.

Meet and Greet Welcome Reception – The Annex Room of the Best Western Premier Boulder Falls Inn
Each guest will receive a drink ticket at the door. Light appetizers will be served.

Friday – October 15

6:45 a.m. – 8:00 a.m.

Registration

7:00 a.m. – 7:45 a.m.

Buffet Breakfast

7:45 a.m. – 7:50 a.m.

Welcome and Announcements – **Madonna Drummond**, Customer Service Manager, **Pioneer Connect**;
OTA Consumer Services and Marketing Committee Chair

7:50 a.m. – 8:00 a.m.

Ice Breaker Activity

8:00 a.m. – 8:45 a.m.

“Turn Challenges into Opportunities.” – **Sharon Lacey**, Motivational Humorist

In addition to being a sought-after keynote speaker, Sharon is also an internationally touring headlining comedian. She performs in comedy clubs all across the US and Canada, and has been to Iraq twice to entertain U.S. troops. She’s also been on four comedy tours of Africa, where she performs for Ugandan audiences in two of their tribal languages.

Sharon is the author of “A Funny Thing Happened on the way to Dementia: A Stand Up Comedian’s Race Against Time.”

All of this comes after Sharon’s earlier careers as a radio dj, television news producer, and a national award winning middle school teacher.

8:45 a.m. – 9:00 a.m.

Refreshment Break / Visit Exhibits / Door Prizes

9:00 a.m. – 9:45 a.m.

“Dealing with Difficult Customers.” – **Annie Mordhorst**, CX Account Executive, **pivot**

The phrase, “The customer is always right,” is a business philosophy, but we know it’s not always true. So, how do you allow a difficult customer the control they desire without feeding into frustration or bending over backwards to appease them? How do we provide positive customer experience to those who think they are always right? In this session, we will learn how to deescalate, bring about resolution, and turn frustrated customers into raving fans. The solution is within your control.

9:45 a.m. – 10:00 a.m.

Refreshment Break / Visit Exhibits / Door Prizes

10:00 a.m. – 11:00 a.m.

“PUC Update.” – **Kevin Roebke**

Kevin will provide a complete update on the Oregon Lifeline Program.


11:00 a.m. – 11:15 p.m.

Refreshment Break / Visit Exhibits / Door Prizes

11:15 a.m. – 12:00 p.m.

“Debunking 5 Digital Myths.” – **Jenny Green**, Digital Manager, **pivot**

The digital landscape is vast and ever-changing. Although digital marketing is an important tactic in your promotional mix, platforms continue to expand and change. It can be confusing to discern what is myth and what is fact. In this session, we’ll debunk five common digital marketing myths and talk about approaches that have worked for our clients.

12:00 p.m. – 12:45 p.m.	Lunch Buffet / Visit Exhibits / Door Prizes
12:45 p.m. – 1:45 p.m.	<p>“Internet Speeds and Bandwidth.” – Gene de Vore, Director of Data Operations</p> <p>We hear it all... gamers report excessive lag, downloads take "forever", and lots of comments about that buffering wheel when streaming video. Let's take a look under the hood at what we have control over and how we can help members make the best choice for their household. We will learn why a faster download may not be the best answer, what should be the expectation when running a speed test, and how to tell if the problem is something in our control (we can fix) or not.</p>
1:45 p.m. – 2:00 p.m.	Refreshment Break / Visit Exhibits / Door Prizes.
2:00 p.m. – 2:45 p.m.	 <p>“Legislative & Regulatory Updates.” – Brant Wolf, Executive Vice President,</p> <p>Brant will provide an update on the Regular and Special Sessions of the Oregon Legislature, a variety of proceedings at the OPUC as well as an attempt of explaining the various broadband support programs that have been created.</p>
2:45 p.m. – 3:00 p.m.	Refreshment Break / Visit Exhibits / Door Prizes
3:00 p.m. – 4:00 p.m.	<p>“Crisis Management.” – Oregon Office of Emergency Management</p> <p>During the past 18 months we have all been faced with the challenges and issues resulting from devastating wild fires, a sudden crippling ice storm and of course, the continuance of the COVID pandemic and its variants. We have invited the OEM to join us to share some tips on how to support our customers and employees through these unprecedented and demanding times.</p>
4:00 p.m. – 4:05 p.m.	Quick Break
4:05 p.m. – 4:45 p.m.	<p>“How to Exit Video Services.” – Panel Discussion – OTA Member Telcos</p> <p>Are you on the precipice of ending video service offerings whether it be traditional cable or a local streaming service? This panel will include several companies in the exit process and discuss best practices, lessons learned, various approaches, etc.</p>
4:45 p.m.	Final door prizes and adjournment

*** Current mask mandate in effect requires all attendees to be fully masked at all times except when eating or drinking. ***

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HOTEL LODGING INFORMATION: For hotel reservations, call 541-451-1000. Please indicate that you are with the Oregon Telecommunications Association Consumer Services and Marketing Seminar group. **The cut-off date for making reservations is Tuesday – September 14, 2021.** Please make your room reservations as soon as possible to ensure access to our group room block.

Room Type	Rate Per Night
Deluxe King or Double Queen	\$ 124.00**
**All room rates are based on single or double occupancy and quoted exclusive of applicable local tax, currently at rate 13.8%.	

REGISTRATION INFORMATION: Please submit your seminar registration no later than Friday – October 8, 2021

There will be a Welcome Reception held on Thursday evening – October 14 from 6:00 to 7:30 p.m. in the Annex at the Hotel. We hope you can join us! **Please RSVP by checking one of these boxes:** ☐ Yes! I will be there! ☐ No – I am unable to attend the reception.

Register for this event on-line: www.ota-telecom.org

or complete form manually and scan / e-mail to Susan Allen: sallen@ota-telecom.org

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

Member Registration received by Cut-off Date: (OTA Members & also other State Association Service Provider employees)	\$ 325.00
Additional attendees from a same company qualify for a per person discount (1 st attendee from company must pay full rate)	\$ 275.00
Member Exhibit fee per table: (in addition to seminar registration fee)	\$ 75.00
Member Exhibit fee; additional table at discount of 50%	\$ 35.00
Guest Meals Registration; only for add'l person over first 2 registered attendees from same exhibiting co; or for spouse of registered attendee	\$ 50.00
Sponsorship of Morning Refreshment Break (coffee, tea and bottled water)	\$ 150.00
Sponsorship of Afternoon Refreshment Break (coffee, tea, bottled water, soft drinks, cookies & brownies)	\$ 225.00
Sponsorship of Evening Welcome Reception (assortment of appetizers)	\$ 300.00
Sponsorship – General	\$ 250.00
Non-Member Registration received by Friday – October 8, 2021	\$ 425.00
Non-Member Exhibit fee per table: (in addition to non-member seminar registration fee)	\$ 150.00
Late Registration received after Friday – October 8, 2021 please add late registration fee	\$ 25.00

SPONSORSHIP OPPORTUNITIES: Sponsors will be acknowledged in the printed seminar program, announced from the podium, with on-site signage and in the following issue of OTA's quarterly eNewsletter. Thank you for your generous support!

EXHIBITOR INFORMATION: Any additional charges for power/internet access above what is normally included will be the responsibility of the exhibitor. Six-foot skirted tables are included in exhibit fee. The first two people representing an exhibiting company must register and each pay the full registration fee. Any additional persons pay only the guest meal registration. 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 Boulder Falls Inn & Conference Center – 505 Mullins Drive – Lebanon, OR 97355 Attention: OTA Consumer Services and Marketing Seminar

Payment options: Request to be invoiced, mail a check or pay with credit card online. We accept Master Card, VISA, Discover Card and American Express. If you prefer to process your credit card payment by phone, please call the OTA office at 503-581-7430.

PLEASE NOTE: Hotel policies require guaranteed number of attendees one week prior to our events. We appreciate your understanding of this. **Cancellations made after Friday – October 8, 2021 & “no-shows” will be charged the full registration fee & are not refundable.** If you require special arrangements in order to fully participate in our event, please call the OTA office to discuss how to meet your needs.

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Please remember to bring item(s) for door prize drawing activities – suggested individual value of \$25.00



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Event Registration Form --- for manual registration. To register online, please visit: www.ota-telecom.org.
Registration deadline: Friday – October 8, 2021.

Company Name: _____

Company Address: _____ City _____ State _____ Zip _____

Contact Person: _____ Telephone #: _____

Email: _____

Attendees:

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Exhibitors: Please indicate # of tables and whether or not you will need power to your exhibit table: # _____ ☐ Yes ☐ No

Sponsorships:

- ☐ Morning Refreshment Break
- ☐ Afternoon Refreshment Break
- ☐ Evening Welcome Reception
- ☐ General Sponsorship

Payment Information:

☐ Payment enclosed: Check # _____ ☐ Bill my Company: Purchase Order # _____

Attendee(s) Registration Fee(s): \$ _____

Exhibit Table Fee(s): \$ _____

Sponsorship Contribution: \$ _____

Total Registration Amount: \$ _____

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