

## TechConnect 2022

### Solutions-focused Breakouts - Managed Services

Tuesday, November 15, 2022

10 – 10:15 am	<b>Jon Bartleson</b> <i>President, NRTC Managed Services</i>	<b>Introduction: The Lifeline of America</b> Kick things off with NRTC's own Jon Bartleson, discussing the impact your efforts have on communities in rural America.
10:15 – 11:15 am	<b>Chris Beatson</b> <i>CTO, NRTC Managed Services</i> Member Panel	<b>Using Meaningful Data to Drive Decisions</b> Join Operational Intelligence creator Chris Beatson and a panel of your peers to discuss how data can be correlated to drive meaningful decisions and actions across your business.
11:15 – 12:00 pm	<b>Scott Watts</b> <i>Cybersecurity Product Lead</i> SilverSky Experts	<b>Protecting America's Critical Infrastructure</b> Cybersecurity threats are growing; you might have experienced them first-hand. Learn the latest tips to protect your data and systems and ways NRTC can help.
<b>Lunch</b>		
1 – 2:30 pm	<b>Bob Buchko, Host</b> <i>VP, Strategic &amp; Product Marketing</i> Roundtable Discussion	<b>Real Talk: Moderated Small Group Discussions</b> Engage with peers and experts on real, actionable challenges and solutions in our small-group discussion forum. Topics include cybersecurity, competitive marketing strategies, & staffing challenges.
2:30 – 3 pm	<b>Break</b>	
3 – 3:30 pm	<b>Andy Johns</b> <i>VP, Marketing</i> <i>Pioneer Utility Resources (WordSouth)</i>	<b>Marketing Broadband in a Competitive World</b> How can you stand out in an increasingly competitive broadband industry? Learn strategies to beat the competition through bundling, messaging, positioning and more.
3:30 – 4 pm	<b>Rich King</b> <i>VP, Call Center Operations</i>	<b>The Evolution of Customer Support</b> It's been a couple challenging years for Call Centers. A lot of adjustments to adapt to the new normal. Learn about the strategies & initiatives NRTC is employing in response.
4 – 4:30 pm	<b>Renee Harrison</b> <i>VP, Video Solutions</i>	<b>Streaming Challenges &amp; Opportunities</b> As linear video margins and viewership shrink, new streaming options become available. Learn about the latest opportunities.
4:30 – 5:15 pm	<b>Bailey White</b> <i>Co-Founder, CrowdFiber (an NRTC Company)</i> Member Panel	<b>Increasing Conversions through Better Data &amp; Processes</b> Whether it's an expansion or a new service aimed at existing subscribers, promotions and conversions are the keys to success. Learn how to improve both through better address data and a streamlined customer purchasing experience.

