

# THE UC SUMMIT

Presented by UCStrategies.com

## Agenda



### Sunday April 25<sup>th</sup>, Registration, Orientation & Welcome

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| 1:00pm - 6:00pm | Registration   |
| 3:30pm – 4:15pm | Workshop #1 for Solutions Integrators (Dealers/Integrators)<br>– <b>The VoIP/UC Debate and the Resulting Channel Evolution</b><br>- Blair Pleasant and Pam Avila, UCStrategies – <b>La Jolla C</b> |
| 4:20pm – 5:00pm | Workshop #2 for Solutions Integrators, Consultants and<br>Vendors – <b>Building the Business Case for VoIP and/or UC</b><br>- Marty Parker, UCStrategies – <b>Pacifica Ballroom</b>                |
| 4:30pm – 4:45pm | Vendor Orientation – <b>Solutions Hall</b>   |
| 5:30pm - 6:00pm | UCStrategies Welcome – <b>What's REALLY Going on in the<br/>Industry – No Hype, Just Facts</b> - Jim Burton, UCStrategies<br>– <b>Learning Theatre</b>   |
| 6:00pm - 7:00pm | Opening Keynote: <b>Cisco – Richard McLeod</b> – <b>Learning<br/>Theatre</b>   |
| 7:00pm - 9:00pm | Welcome Reception in Solutions Hall – <b>La Jolla Ballroom</b>   |

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### Monday, April 26<sup>th</sup>, Summit Day 1

- 7:15am - 8:00am *Dealer/Solutions Integrator (SI) and Consultants Breakfast – **Grande Room***
- 7:15am - 8:00am *Vendors Breakfast – Pam Avila, UCStrategies/Sierra Summit Group: **The Channel Evolution – Why it's Vitally Important to You** – **Grande Patio***
- 8:05am - 8:40am *Private Focus Session #1 (Individual vendors present to small groups of Solutions Integrators and/or Consultants) – See Group Assignments*
- 8:50am - 9:25am *Private Focus Session #2 - See Group Assignments*
- 9:35am - 10:25am *Keynote: **IBM – Bruce Morse – Pacifica Ballroom***
- 10:25am - 10:45am *Break*
- 10:45am - 11:45am *Keynote: **Avaya – Brett Shockley – Pacifica Ballroom***
- 11:45am - 1:15pm *Lunch in Solutions Hall – Prize drawing – **La Jolla Ballroom***
- 1:20pm - 2:00pm *Roundtable – **What are the Most Profitable Areas Today for Dealers/Integrators? Where's the Money?** – Marty Parker, UCStrategies, Lead – **Pacific Ballroom***
- 2:10pm - 2:45pm *Private Focus Session #3 – See Group Assignments*
- 2:45pm - 3:05pm *Refreshment Break*
- 3:05pm - 3:40pm *Private Focus Session # - See Group Assignments*
- 3:50pm - 4:40pm *Panel Session – **Identifying and Avoiding the “Gotchas” to Ensure Successful Implementations and Happy Customers**, Jim Burton, UCStrategies, moderator – **Pacific Ballroom***
- 5:30pm - 7:30pm *Cocktails and Networking Event in Solutions Hall – **La Jolla Ballroom***
- 7:30pm - 9:00pm *Dinner – Time to Relax – **Grande Room***

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### Tuesday, April 27<sup>th</sup>, Summit Day 2

- 7:30am - 8:20am *Dealer/Solutions Integrator (SI) and Consultant Breakfast – **Grande Room***
- 7:30am - 8:20am *Vendor breakfast with UCStrategies team – **Grande Patio***
- 8:30am - 9:20am *Special Panel – **Microsoft's Channel Commitment and Insights** – Marty Parker, UCS, moderator – **Pacifica Ballroom***
- 9:30am - 10:05am *Private Focus Session #5 – See Group Assignments*
- 10:15am - 10:50am *Private Focus Session # 6 – See Group Assignments*
- 10:50am - 11:10am *Refreshment Break*
- 11:10am - Noon *Panel Discussion: **Are there Opportunities that your Company is Missing?** – Blair Pleasant, UCStrategies, moderator – **Pacifica Ballroom***
- Noon - 1:30pm *Lunch in Solution Hall – Prize drawing – **La Jolla Ballroom***
- 1:30pm - 2:10pm *Panel Discussion: **Ensuring that your Company Thrives in the Years Ahead – Darwin's Theory Applied to the Channel** – Art Rosenberg, UCStrategies, moderator – **Pacifica Ballroom***
- 2:20pm - 2:55pm *Roundtable: **As New Technology is Driving Changes in Resellers' Business Model, are Vendors Keeping Up with the Changing Needs of their Channel Partners?** – Pam Avila, UCStrategies, Lead – **Pacifica Ballroom***
- 2:55pm - 3:15pm *Refreshment Break*
- 3:15pm - 4:05pm *Keynote: **NEC** – **Larry Levenberg** – **Pacifica Ballroom***
- 4:05pm - 6:00pm *Platinum Sponsors' Hospitality Suites*
- 6:30pm - 7:30pm *Cocktails and Networking in the Park – **Garden Courtyard***
- 7:30pm - 9:00pm *View from the Summit Gala Dinner in the Park – **Garden Courtyard***

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### Wednesday, April 28<sup>th</sup>, Final Day

- 7:30am - 8:15am *Everyone Breakfast – **Grande Room***
- 8:15am - 9:30am *Dealer/Integrators – Executive Roundtable – Dave Michels, UCStrategies, lead – **Pacifica Ballroom***
- 8:15am - 9:30am *Consultants – Roundtable – **La Jolla A***
- 9:40am - 10:30am *Special Panel – **Channel Role in a Cloud World** – Larry Lisser, ChannelStrength, moderator – **Learning Theatre***
- 10:35am - 11:30am *Lock Notes – **What did You Learn and What Will You Take Away from the Summit?** Plus Prize Giveaways – Jim Burton, moderator – **Learning Theatre***
- 11:30am - 12:15pm *Box Lunches available on **Hacienda Lawn** – Check out and head to airport via shuttles*

*This schedule is subject to change without notice*