



SUMMIT

REGISTRATION GUIDE

November 1-2, 2023

Hilton Garden Inn
205 S. 64th St. | West Des Moines, IA



*Today, the Customer eXperience (CX)
is more important than ever!*

It is what sets you apart and something important to your business. Each employee has a role to play in providing an excellent customer experience.

The CX Summit (formerly the Impact Conference) is designed to focus on all aspects of delivering an excellent customer experience. Sessions will include best practices and thought leadership on how to integrate a customer-focused mindset into every role in your company in order to deliver a positive customer experience. Attendees will learn how to improve customer satisfaction, marketing tactics, CX trends, and have networking opportunities with peers from across the state.

We encourage General Managers/CEOs, Managerial Team Members, Technicians, Customer Service Representatives, and Marketing Personnel to attend.



SCHEDULE OF EVENTS

NOVEMBER 1

8:45 AM REGISTRATION & BREAKFAST

9:30 AM OPENING KEYNOTE

Enabling Change and Empowering Changemakers
Sinikka Waugh, Your Clear Next Step

Change appetites vary, and changes can be hard. But they don't have to be. Equipped with a few simple concepts, you can help enable change in your organizations and empower Changemakers. Changemakers are the individuals who make things happen, and more often than not, the people who could make things happen are missing either the principles, the tools, the process, the influence skills, or the know-how to get from A to B. With just a handful of simple, easy to grasp and quick to apply concepts, individuals can become influencers. Influencers become change leaders. Change agents can become changemakers.



10:15 AM BREAK WITH TABLETOP SPONSORS

10:40 AM BREAKOUT SESSIONS

SESSION 1: Nurturing Growth by Creating Opportunities
Jody Schulte, Jefferson Telecom

Are you committed to driving growth and creating opportunities to help your community thrive? Jefferson Telecom is a community-based provider, leveraging the power of fiber optics to provide the highest-quality service possible. Jefferson Telecom believes in the importance of enhancing the quality of life in our rural community. As a proponent for innovative economic development initiatives, Jefferson Telecom realized that in order to grow it was imperative to be seen as a leader in our community. Examples will be shared of the process that Jefferson Telecom has endured to spearhead a Main Street Iowa designation, technology awards, creative marketing initiatives, and turn the heads of Silicon Valley leaders to look to Jefferson, Iowa as a place of opportunity.



SESSION 2: "How May I Help You?" A CSRs Guide to Troubleshooting

Trisha Weber, Consortia Consulting

Have you been looking for ways to make sure customers calling with connection issues are being taken care of as quickly and consistently as possible? This presentation will take you through some of the basic tips and tricks that CSRs can use to identify and correct some of the most common broadband connection issues before dispatching a service technician. With techniques that can be used by all skill levels, we invite you to come see what new trick you can discover!



11:15 PM

GENERAL SESSION

Employee Recognition: How Vantage Point Does it

Jacki Miskimins, Vantage Point Solutions

In-office and remote employees, from archeologists to engineers to banking compliance consultants, high school students to MBAs to attorneys to hackers... oh, and there's nearly 500 of them. All pulling for the same team, all doing work worthy of recognition; But how? That's the challenge (and opportunity) facing Jacki Miskimins, who leads the staff engagement and recognition efforts at Vantage Point. In this session she'll share some of the formal and informal ways Vantage Point works to engage, support, and recognize staff - including her favorite annual event, the magic formula for ordering pizza, and the one thing she'll never do again.



12:00 PM **LUNCH**

1:00 PM

BREAKOUT SESSIONS

SESSION 1: Cyber Security Attacks Happening in Our Industry

Scott Kaylor, NISC

Join us for an engaging cyber security session where we'll delve into the ever-evolving world of digital threats and defenses. Scott will provide valuable insights on safeguarding your data, protecting against malware and phishing attacks, and defending your network and operations to better serve your customers. Gain practical knowledge on best practices, emerging trends, and proactive strategies to stay one step ahead.

SESSION 2: Business Development Through Economic Development

Ethan Pitt and Brittany Morales, Iowa Area Development Group and ICA

Participating in economic development is a tool that can help telecommunication companies grow their customer base in multiple ways. Whether it's through direct business and industry support, community projects, or development planning, telcos not only serve as vital cogs in the economic development machine, but they also directly benefit by staying involved in development efforts. This session focuses on the various ways telcos can use economic development to increase the number of customers they serve in existing markets and new markets.



1:50 PM

BREAKOUT SESSIONS**SESSION 1: What is Enhanced ACAM, and How Does it Impact Staff and Customers of ITCs?***Douglas Pals, FMTC and ReSourceful*

The topic of our regulatory support doesn't have to be boring, in fact it is anything but that. Too often we leave understanding 'all that regulatory stuff' to our GM and the consultants – but knowing the basics of this will help staff know the path forward and shed light on why certain decisions are made.

**SESSION 2: 30 Sales and Marketing Tips in 30 Minutes***Scott Meyer (Innovative Systems), Jayne Ringham (WTCA), and Jacki Miskimins (VPS)*

Whether you are a mighty team of one or a mighty team of many, this session will give you insight into 30 customizable marketing and sales tips for your company. Hear from Scott Meyer, Jayne Ringham, and Jacki Miskimins, CX Summit Committee members, on ways to implement and meet your marketing and sales objectives.



2:30 PM

BREAK WITH TABLETOP SPONSORS

2:50 PM

BREAKOUT SESSIONS**SESSION 1: Is it OK to Text My Customers? Pitfalls and Opportunities Under the TCPA***Shannon M.H. Hasse, Dentons Davis Brown*

As customer interactions continue to move online and away from phone calls and face-to-face communications, businesses are looking for alternative means to connect with their customers. While it seems simple enough to communicate through text messages, there are important restrictions and requirements to be aware of under the Telephone Consumer Protection Act (TCPA), and failure to comply could lead to hefty fines. This presentation will provide an overview of the TCPA, discuss relevant and developing case law, and provide you with important tips and takeaways to start your own TCPA-compliant texting campaign.

**SESSION 2: Super-Charged Broadband Marketing with AI-Driven Analytics***Amanda Scherer, Adtran*

Broadband competitors are entering the market more frequently, so a marketing team equipped with analytics intelligence is essential to deliver a message that stands out. How empowered is your marketing team? Service providers can now super-charge their marketing team with automated intelligence that gives insight into where the best sales opportunities exist. With the right tools, you can empower your marketers to easily execute the right campaign at the right time and increase competitiveness and revenue. In this session, Adtran will explore new AI-driven approaches to broadband marketing where customers are engaged and your brand is elevated. Attendees will learn about the latest tools that can enable marketers with user behavior data and customer insights to simplify and maximize marketing campaigns.



3:30 PM

NETWORKING RECEPTION

8:30 AM

REGISTRATION AND BREAKFAST

9:00 AM

OPENING KEYNOTE*Kindness is King**Carson King*

After stumbling into the national spotlight due to a well-placed sign on ESPN College Game Day, Carson found himself running a national fundraiser. The campaign ended up raising more than \$3 million from over 35,000 people. Much of the success happened thanks to social media, as it has the power to bring people together for a common good. Carson shares about his journey, and the lessons he's learned along the way.



10:00 AM

GENERAL SESSION*Relationship Development**Meredith Jinks, SixtyFiveEightyFive Consulting*

Building and maintaining healthy relationships are vital to a healthy workplace and organization. Understanding and defining what good relationships look like at work help make collaboration stronger leading to more successful individuals, teams, and results.



10:45 AM

BREAK WITH TABLETOP SPONSORS

11:15 AM

BREAKOUT SESSIONS*SESSION 1: Level Up Your CX for Gamers**Kaleigh Cox, DxTEL/Fiber Gaming Network*

Learn why gamers are an important audience to prioritize and how to create a customer experience that meets and exceeds their high expectations. We'll talk about the most common obstacles to reaching gamers and how to overcome them. You'll also hear findings from the Fiber Gaming Network pilot period, including what resonated most with gamers, how ISPs can better partner with local schools on esports, and more.

*SESSION 2: Maximizing Impact: Marketing Success for Small Teams**Avery King, Colo Telephone Company*

Discover the power of marketing with a small staff in this informative session. Facebook is a powerful tool, both good and bad. Doing it well for a small company, in a small town, with a small staff can be even more challenging. During this session, we'll dive into how to engage with your subscribers, promote your services and keep your community informed of local events and scams. Leave feeling empowered to make a big impact with your marketing, regardless of your team size.



12:00 PM

LUNCH

12:45 PM

CLOSING GENERAL SESSION*Work Smarter Not Harder: Ways to Leverage AI in Marketing**Autumn Ricke, Pinnacle Marketing Group*

Artificial Intelligence enables organizations to improve their overall marketing efforts. AI can automate your everyday marketing tasks like scheduling and sending emails or predicting campaign performance and let you get back to work on other important things, like satisfying clients. Want to know how? Here are four ways you can begin using AI for your organization's marketing today.



1:30 PM

CLOSING REMARKS



CONFERENCE INFORMATION

COST:

One Day:

\$250 (Member) | \$350 (Non-Member)

Full Conference:

\$350 (Member) | \$450 (Non-Member)

You must be logged into your member profile to access the discounted membership pricing. If you need assistance with your member login, please contact [Brittany Bonnicksen](mailto:Brittany.Bonnicksen@ica.com) at ICA.

ACCOMMODATIONS:

There is a block of rooms available at the Hilton Garden Inn at a group rate of \$139 plus tax. [Click here to make your reservations online.](#) Reservations must be made by October 20, 2023 to guarantee the group rate.

SPONSORSHIP OPPORTUNITIES

Sponsoring CX Summit is a great opportunity to showcase your company to more than 100 general managers, technicians, marketing, and customer service personnel. The CX Summit is a packed two-day event that you will want to be a part of! [Click here for more information on sponsorship opportunities.](#)

CANCELLATION AND REFUND POLICY:

In the event that you need to cancel your registration, the refund schedule will be enforced as follows.

- October 18 and earlier - 100% refund
- October 19 - 22 - 50% refund
- October 23 and after - no refunds issued.

Substitutions are allowed. Cancellations must be emailed to brittany@iacommunicationsall.com.

CONSENT TO USE PHOTOGRAPHIC IMAGES:

Registration and attendance at, or participation in, ICA meetings and other activities constitutes an agreement by the registrant to ICA's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, video, electronic reproductions and audio of such events and activities.

[Click Here to Register](#)

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