

Schedule & Program

Wednesday, November 1, 2017

1:00–2:00 PM	<p>Pre-Session—Managed Services and Recurring Revenue from Commercial AV and Control Applications</p> <p>Is your company positioned well to sell managed services and recurring revenue in Commercial AV and Control Applications? Decreasing prices and margins on hardware sales coupled with disruptive low-cost, simpler technology products have put pressure on integrator profits and growth over the past several years. This trend will continue with customers ultimately looking for more services from AV integrators to manage their systems, cloud-based applications, and future technology not yet introduced to the marketplace. Managed service offerings will be necessary to compete for customer projects/solutions and will change our current business models from project installations with service contracts attached to more service/subscription based solutions. This interactive panel will explore the implications and benefits to developing managed services in commercial AV and control applications with an emphasis on management, sales, and engineering discipline perspectives. What are managed services versus financing alternatives and the differences – our panelists will weigh in! Lastly, the panel will explore various potential managed service offerings including, but not limited to: remote monitoring and management of AV components; video conferencing services; subscription based services; video and video content; retail subscription services; conference room concierge; and digital signage content management.</p>
3:30–5:00 PM	<p>Roundtable—Best Practices Soup</p> <p>We highlight best practices for the commercial integrators from sales and marketing to design, installation and service to financial and human resources management, customer care and experience. We then turn it over to guests to brainstorm innovative, new approaches to company improvement. Top ideas are reported out to the group as a whole. A signature feature of AE Ventures hosted events, our roundtables break the ice among the guests and get the best practice sharing juices flowing!</p>
5:15–6:15 PM	Combined Summit Keynote Address
6:15–7:30 PM	Connections Reception

Thursday, November 2, 2017

8:00–9:15 AM	<p>Breakfast Session—Voice of the Customer: The Convergence of IT and AV</p> <p>The age-old saying goes, "The customer's always right." By listening to the voice of the customer, commercial integrators can pinpoint exactly what the market desires in terms of technology, services, customer care and more. This session will take a unique look at the VOC from the perspective of IT Directors who influence and approve AV investments. What do they look for in their A/V integrator? What level of integration do they seek with their IT systems, infrastructure and service providers? How do you win and retain their business? We'll cover all this and more.</p>
9:25–10:00 AM	Boardroom Presentations
10:10–10:45 AM	Boardroom Presentations
10:55–11:30 AM	Boardroom Presentations

Schedule & Program

Thursday, November 2, 2017 (continued)

11:30 AM–12:00 PM	Break
12:00–1:15 PM	Luncheon Session—Next Level System Salesmanship: Defining the Business Benefits of AV Investments How do we get more owner/operators in verticals like hospitality, retail, education and health care to invest appropriately in AV systems? Present them with return on investment information that makes clear the benefits to customers and the business. How does quality AV affect the customer experience and how does that affect revenues and customer satisfaction? <ul style="list-style-type: none"> • More customers and more food and drink consumed at eating and drinking establishments • More time shopping and finding desirable merchandise at stores • More knowledge and skills acquired by students at schools • A more pleasant waiting room experience that decreases stress in a hospital or doctor's office This session will provide stats and facts in areas like these and methods for developing your own ROI data points and using them effectively in your proposals and sales presentations.
1:25–2:00 PM	Boardroom Presentations
2:00–7:00 PM	Exhibits Open for One-on-Ones & Browsing (One-on-Ones Start at 3:25 PM — Happy Hour Food & Beverage Start at 5:00-6:30 PM)
8:00–11:59 PM	Pub Crawl

Friday, November 3, 2017

8:00–9:15 AM	Breakfast Session—Fresh Horses: Products & Applications Your Company Can Ride for Revenue & Profit Growth Topics Include: <ul style="list-style-type: none"> • Artificial Intelligence • Virtual & Augmented Reality • Cloud-based Control • Future Proofing Digital Signage • AV over IP
9:25–10:00 AM	Boardroom Presentations
10:10–10:45 AM	Boardroom Presentations
10:55 AM–11:30 AM	Boardroom Presentations
11:30 AM–12:00 PM	Break
12:00–1:00 PM	Networking Lunch
1:00–4:00 PM	Exhibits Open for One-on-Ones & Browsing (One-on-Ones Start at 1:40 PM)

www.totaltechsummit.com