

Schedule & Program

Wednesday, November 1, 2017

1:00–2:00 PM	Pre-Session—Managed Services and Recurring Revenue from Commercial AV and Control Applications 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.
3:30–5:00 PM	Roundtable—Best Practices Soup We highlight best practices for the electronic security integrators and dealers 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!
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	Breakfast Session—Integrated System for “Micro verticals” Most security dealers are mastering basic integration of alarms, locks, surveillance, lights and HVAC control (and sometimes also A/V) for homes, but what about the commercial market? In this session, we'll take a deep dive into systems integration for several SMB markets, scoping the opportunities and outlining a plan of attack to help you crack the market. We'll present use cases, system features and functionality, and sales and marketing keys for each. The SMB “micro verticals” we're looking at include: <ul style="list-style-type: none"> • Churches, Theaters • Convenience Stores • Automobile Dealers & Repair Shops • Doctor's/Dentist's Office • Bars & Pubs • Apparel Stores • Beauty Salons • Quick-Serve Restaurants • Sit-down Restaurants
9:25–10:00 AM	Boardroom Presentations
10:10–10:45 AM	Boardroom Presentations

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Thursday, November 2, 2017 (continued)

10:55–11:30 AM	Boardroom Presentations
11:30 AM–12:00 PM	Break
12:00–1:15 PM	Luncheon Session—Customer Experience: The Ultimate Competitive Battleground Let's face it. Electronic security has never been and will never be about getting the latest gee-whiz technology and solutions to market. Both residential and commercial consumers of security, integration and installation companies are understandably wary of the untried and unproven. After all we're talking about the protection of life and property and peace of mind in the security realm. So the place to compete is more appropriately in the customer experience: all the ways we market and sell - the customer's experience of system design and installation; the customer's experience of system training, orientation and retraining; the customer's experience of remote monitoring, manage services and field service; the customer's experience of administrative processes like billing and scheduling. This session will map out the dimensions of the customer experience, provide you with a template for your own 360 degree plan for excellent customer service and help you understand how to leverage superb customer experience for increased customer loyalty and referrals on steroids!
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"> • "Cyber-secure" Physical Security Systems • Video Drones & Robotics • Biometrics • Near Field Communications • Guard Force Replacement & Integration • Voice Control • Cybersecurity for Small Businesses • Hosted Access & Video Surveillance • Business Intelligence Applications for Retail and Hospitality
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)

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