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1. EARLY PAYMENT DISCOUNT: Check or credit card payment must be received in full by the deadline dates to receive the Early Payment discount. Registrations not paid in full by this date will not be eligible for discount. If payment is not received on or before the qualifying date, registrant will be responsible for the full registration fee.

2. GROUP DISCOUNT: Register 3 or more people from the same company for the 4-Day or 3-Day Pass at the same time and receive \$200 off EACH registration! 2-Day, 1-Day and Expo Plus registrants are not eligible for Team Discounts. Registrations must be paid in full by February 18, 2011, to receive the Team Discount. On-site registrations will not be eligible for Team Discounts. All Team Discount registrations must be from the same company and sent at the same time. Each person qualifying for the team discount must complete a separate registration form.

Questions? Contact us at registration@ubm-us.com

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HEAR KEYNOTES FROM INDUSTRY LEADERS

  Kevin Kennedy President and Chief Executive Officer TUESDAY 11:15 AM–12:00 PM	  Barry O'Sullivan Senior Vice President, Voice Technology Group TUESDAY 10:00–10:45 AM	  Arthur Filip VP and GM, Technology Services Consulting, Enterprise Business WEDNESDAY 11:15 AM–12:00 PM	  Gurdeep Singh Pall Corporate VP, Unified Communications Group WEDNESDAY 10:00–10:45 AM	  David Gurlé General Manager and Vice President TUESDAY 1:30–2:15 PM
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CONFERENCE HOURS

Monday	9:00 AM–5:00 PM
Tuesday	8:00 AM–4:30 PM
Wednesday	8:00 AM–4:30 PM
Thursday	8:00 AM–12:00 PM

ENTERPRISE CONNECT AT-A-GLANCE

Monday, February 28	Tuesday, March 1	Wednesday, March 2	Thursday, March 3
KEYNOTES —All Attendee Access			
SUMMITS			
DEEP DIVES			
BREAKOUTS			
WORKSHOPS			
New! STRATEGIES SUMMIT *Only for Strategies Summit Attendees			
COFFEE TALK —All Attendee Access			
EXHIBITION & RECEPTIONS			



CONFERENCE TRACKS







Monday, February 28	Tuesday, March 1	Wednesday, March 2	Thursday, March 3
Strategies Summit			
New! The Social Enterprise			
Unified Communications			
Planning/Implementing IP Telephony			
Mobility			
SIP Trunking/SIP			
Video and Collaboration			
The Cloud and Virtualization			
Managing Costs, Technology and People			

Full session descriptions are available at <http://www.enterpriseconnect.com/orlando/>





Monday, February 28					
Session Title	Time	Type	Track	Description	
I'm in Charge of Video, What Do I Do Now?	9:00–10:45 AM	Deep Dive	 Video & Collaboration	This session will sort through the endpoints, the infrastructure, the support options and the interoperability issues to guide the video conferencing management team in a direction that will support the enterprise's needs.	
Implementation Options: Unified Communications	9:00–10:45 AM	Deep Dive	 Unified Communications	This session will help you organize your thinking and planning for UC.	
Making the Business Case for IP Telephony and Unified Communications	9:00–10:45 AM	Deep Dive	 Managing Costs, Technology & People	Examine business cases for both IP Telephony and Unified Communications, based on IP Telephony cost data gathered over the past several years from more than 800 companies that have implemented the technology. It will draw on real-world data from hundreds of IT decision makers on the newer Unified Communications products and technologies.	
SIP Trunking: Who Offers What	9:00–10:45 AM	Deep Dive	 SIP Trunking/SIP	This Deep Dive session will offer detailed presentations on the services and technologies you will need to acquire in order to roll out SIP Trunking.	
UC Mobile Devices in the Age of iPhones, Android and Tablets	9:00–10:45 AM	Deep Dive	 Mobility	This session is designed to help you understand the unique requirements of the mobile device and bring the device picture into a clearer focus in light of the move to UC.	
Managed/Hosted UC	10:00–10:45 AM	Breakout	 Unified Communications	This session will give you an understanding of what's real in the marketplace for managed and hosted Unified Communications, and whether this is a viable option for your enterprise.	
UC + Social Software = Best of Both Worlds?	10:00–10:45 AM	Breakout	 The Social Enterprise	During this session we'll look at how enterprise collaboration strategies are evolving to integrate UC and social software and how vendors are increasingly adding real-time and social capabilities to their products.	
Summit: UC in 2011 – Myths, Realities and What Comes Next?	11:00 AM–12:00 PM	General Session	 Unified Communications	As 2011 begins, what's the state of Unified Communications? Can we expect to see meaningful progress on the issues that have bugged UC since the start, or are we in for more of the same. Does "The Cloud" offer salvation for UC, or will it make an already confusing market even less comprehensible? What new capabilities can we expect in 2011, and who are likely to be among the winners and the losers?	
Summit: What's Next for the Mobile Enterprise?	1:00–1:45 PM	General Session	 Mobility	Can a UC supplier be credible without a mobile solution? Which industries or application areas do we think will be first to embrace mobile applications? Can enterprise users receive a compelling user experience similar to what consumers get? Will Google eat everyone else's lunch?	
Network Test Tools for Voice and Video	2:00–3:00 PM	Breakout	 Video & Collaboration	This session will analyze and categorize these tools, and list vendors that provide the different kinds of solutions needed to manage today's complex networks.	
SaaS Email: Weighing Your Options and Integrating with Unified Communications	2:00–3:00 PM	Breakout	 The Cloud & Virtualization	With the promise of better collaboration features, attractive pricing and now several enterprise-grade solutions to pick from, SaaS email—that is, email provided via the cloud—seems very compelling. This is a must attend session for anyone considering the move to SaaS email.	
Telepresence In The Home: How Will it Affect the Enterprise	2:00–3:00 PM	Breakout	 Video & Collaboration	Recent introductions by Cisco, Skype and Logitech make it clear that telepresence will soon be in every living room, using that big HD screen and Internet connection that we already own. And the CFO will be asking why the systems in the office cost 8X the systems at home.	
IP Telephony RFP: Who Delivers the Goods?	2:00–5:00 PM	Workshop	 Planning/Implementing IP Telephony	The RFP material will benefit customers with either single or multiple premises requirements, and cover the following topics: common equipment (server/gateway) system architecture attributes, IP voice terminals (desktop instruments, soft clients, mobile devices), generic software features, voice/integrated messaging, and systems management.	
SIP Fundamentals & Interoperability	2:00–5:00 PM	Workshop	 SIP Trunking/SIP	The session focuses on the technical aspects of SIP and how it is used. It analyzes in detail the major components of SIP architecture, SIP addressing and registration, session establishment, SIP message routing and connecting SIP across the PSTN. You will learn about SIP extensions and how SIMPLE works for IM/presence.	
Unified Communications and IPT Basics to Best Practices	2:00–5:00 PM	Workshop	 Planning/Implementing IP Telephony	This workshop analyzes these issues with recommended actions and best practices that will lead to successful VoIP/IPT/Unified Communications deployments.	
The Post PBX-Platform: How Real, When and From Whom?	2:00–3:00 PM	Strategies Summit	N/A	This session will examine the myths and realities of the new platform options, as well as the vendors and trends – virtualization, mobility, software architectures and unified communications – that are driving the change.	
The New Emerging Communications Architecture	3:15–4:00 PM	Strategies Summit	N/A	Attendees of this session will walk away with a methodology on creating a UC architecture that is vendor independent and that takes advantage of SIP.	









Full session descriptions are available at <http://www.enterpriseconnect.com/orlando/>

Monday, February 28 continued					
Enterprise Executive Roundtable	4:15–5:00 PM	Strategies Summit		N/A	In this session, enterprise executives will discuss the current state of their technology migration, but their emphasis will be on their vision for the future, and what's standing between them and achieving that vision—the obstacles they confront both in the marketplace and in their own organizations.
Contact Center Market Update	3:15–4:00 PM	Breakout		Unified Communications	This session will provide you with a clear understanding of the dynamics in today's contact center market and with the data you need to proceed to enhance, enlarge or migrate your contact center to the next plateau.
From Telepresence to the Desktop: Managing the Real-World Video Experience	4:15–5:00 PM	Breakout		Video & Collaboration	You'll leave this session with a real-world view of video's costs and benefits, and what types of video work best for which use cases.
Strategies Summit Reception—Sponsored by XO Communications	5:00–7:00 PM	Strategies Summit			







Tuesday, March 1					
Session Title	Time	Type	Track	Description	
Automating Unified Communications Management: Building the Business Case	8:00–8:45 AM	Breakout		Managing Costs, Technology & People	In this session, end users will tell their stories of how automating management helped them save money and craft more efficient management for their communications platforms.
Socialize Your Contact Center for Greater Customer Engagement	8:00–8:45 AM	Breakout		The Social Enterprise	As customers increasingly use public social networks, community platforms and social messaging (twitter) tools to interact, today's contact center manager must understand both the opportunities and challenges in using them.
UC Market Update	8:00–8:45 AM	Breakout		Unified Communications	In this session, a leading UC analyst will present research that looks at the market's size, players and prospects, the impact of UC on end users and future trends.
Video Conferencing Interoperability: What is it and How Do We Get It?	8:00–8:45 AM	Breakout		Video & Collaboration	Enterprises want UC video integration; consumer-oriented desktop and TV-based services are being introduced; and Skype carries more video conferencing minutes than anyone, using a proprietary protocol. How does an enterprise make an intelligent decision about video conferencing in today's market?
Mobility & UC	8:00–8:45 AM	Coffee Talk		Mobility	During this session, we'll discuss ideas for coping with the challenges of putting UC and mobility together – which major categories of mobile UC offerings (e.g. dual mode, cellular-only, voice over WLAN, etc.) are most popular, what devices are you supporting and why, and ideas for coping with costs and licensing.
Summit: Is There a New Model for Enterprise Communications & Collaboration?	9:00–10:00 AM	General Session		Planning/Implementing IP Telephony	Will the traditional pillars of enterprise communications architecture -- voice vs. data vs. video -- be replaced with choices organized around the desktop vs. the network vs. the "Cloud"? If the "consumerization of IT" is inevitable, how will the vendors meet the enduring requirements for security, compliance scalability, manageability and cost-effectiveness? And as consolidation continues within the industry, is genuine competition going to disappear?
Keynote: Barry O'Sullivan, Senior Vice President, Voice Technology Group, Cisco	10:00–10:45 AM	Keynote		N/A	Barry O'Sullivan's group is responsible for developing Cisco's company's IP telephony systems, IP phones, customer contact solutions, and unified communications applications including presence, messaging, conferencing, business-to-business unified communications, and customer collaboration.
Keynote: Kevin Kennedy, President and CEO, Avaya	11:15 AM–12:00 PM	Keynote		N/A	Kevin Kennedy is the president and chief executive officer of Avaya. Avaya is a leading global provider of business communications applications, systems and services.
Keynote: David Gurle, General Manager & Vice President, Skype	1:30–2:15 PM	Keynote		N/A	David Gurle joined Skype as the General Manager and Vice President of its Skype Enterprise unit in January 2010. David brings close to 20 years of telecommunications and collaboration technology industry experience to this role.
Choreographing the Cloud: Finding the Right Mix of Cloud vs. On-Prem Functions	2:30–3:30 PM	Strategies Summit		N/A	This session will examine the promise, today's realities and the possible future scenarios for marrying enterprise communications with Cloud Computing. You'll hear a variety of viewpoints and have the opportunity to ask your questions.
Bringing The Cloud Down To Earth: Enterprise Executive Reality Check	3:45–4:30 PM	Strategies Summit		N/A	Enterprise executives will discuss their plans for deploying Cloud-based communications services and apps, the factors that led to their decisions and what the industry needs to provide for the Cloud to truly soar in the enterprise communications marketplace.




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Tuesday, March 1 continued					
Aligning Your Communications and Data Center Strategies	4:45–5:30 PM	Strategies Summit		N/A	This session, you'll learn why communications is potentially migrating into the datacenter, and what your enterprise should be doing now to make that migration happen.
IP Telephony Market Update	2:30–3:30 PM	Breakout		Planning/Implementing IP Telephony	This session will include updated telephony system market forecasts and supplier share estimates; a discussion of which enterprise communications system features and applications are hot and which are not; a review of major market trends, such as Cloud Computing and hosted solutions, virtual-ization, and Fixed Mobile Convergence (FMC).
The Role of Tablets in Enterprise UC	2:30–3:30 PM	Breakout		Mobility	This is the first year that tablets have been a topic in the UC discussion and this is your first chance to hear what the vendors have (or think they have) on the tablet front.
Building a Unified Communications and Collaboration Roadmap	2:30–5:30 PM	Workshop		The Social Enterprise	We look at examples of how vendors and their partners are integrating their UC&C offerings and share a road-map for implementation based on numerous engagements with end-user companies.
Extending Video Across Enterprise Boundaries	3:45–4:30 PM	Breakout		Video & Collaboration	New solutions are emerging both for Internet-based video conferencing as well as QoS-enabled business-to-business networks. What is the status of these solutions and when will broad inter-company video conferencing be a reality?
Managing the Mobile Monster	3:45–4:30 PM	Breakout		Mobility	In this session, a panel of experts will define the major areas of concern in mobility management, and then review best practices regarding mobility management.

Wednesday, March 2					
Session Title	Time	Type	Track	Description	
Building the Case for Social Software in the Enterprise	8:00–8:45 AM	Breakout		The Social Enterprise	Building a solid business case for Social Software requires a well thought out strategy and plan for execution. Through thoughtful analysis and concrete business examples, this session will arm you with best practices on how companies are leveraging social and collaborative applications to unlock greater workforce productivity and efficiency.
Driving Adoption: How Do You Get People to Use Video Equipment and Services?	8:00–8:45 AM	Breakout		Video & Collaboration	Things are changing now with new technologies, a new economy, and increasing awareness of the benefits that virtual meetings and virtual services can provide. This session will provide an overview of the challenges and discuss some of the simple ways they can be overcome.
Pricing and Licensing for Unified Communications	8:00–8:45 AM	Breakout		Planning/Implementing IP Telephony	In this session, we'll look at the range of pricing and licensing issues across communications capabilities—from basic IP-PBXs to UC applications, and you'll get a sense of the tradeoffs and negotiating strategies you'll need to get the best value for your communications investment.
Unified Communications Interoperability: What's Needed?	8:00–8:45 AM	Breakout		Unified Communications	This is a crucial session for every enterprise that is in the strategy, planning or implementation phases of Unified Communications.
Summit: Will the Cloud Take Over Enterprise Communications?	9:00–10:00 AM	General Session		The Cloud & Virtualization	This session will examine the Cloud from all aspects – today's capabilities and those that are likely to become available soon – so that you can have a realistic assessment of trade-offs associated with planning for migrating some, all or none of your communications and collaboration operations to the Cloud.
Keynote: Gurdeep Singh Pall, Corporate Vice President, UC Group, Microsoft	10:00–10:45 AM	Keynote		N/A	Gurdeep Singh Pall is the corporate vice president in the Unified Communications Group at Microsoft Corp. He is responsible for vision, product strategy and R&D for Microsoft's Unified Communications including voice over Internet protocol (VoIP).
Keynote: Arthur Filip, Vice President and General Manager, Technology Services Consulting, Enterprise Business, HP	11:15 AM–12:00 PM	Keynote		N/A	Arthur Filip, HP Vice President and General Manager, is the worldwide leader of HP Technology Services Consulting, driving the strategy and delivery for HP's broad portfolio of Communications and Datacenter solutions for the most demanding and complex enterprise environments globally.
Contact Center Executive Forum	1:30–2:15 PM	Breakout		Unified Communications	You'll learn what to expect in new product announcements for 2011, what capabilities offer the best bang for the buck in the contact center, and what may prove most challenging in deployment and integration.
Integrating Video with UC: Tough Tradeoffs Ahead	1:30–2:15 PM	Breakout		Video & Collaboration	This session discusses strategies for integrating group video systems with telephony call control and with common Unified Communications environments, describing the pros and cons of doing so.
Private Clouds: Virtualizing Your Enterprise	1:30–2:15 PM	Breakout		The Cloud & Virtualization	In this session, we'll help you understand the 2 types of virtualization—datacenter and desktop—and examine the progress that communications vendors are making in enabling you to implement each variation. You'll come away with an approach to start planning your own virtualization/private cloud strategies.

Full session descriptions are available at <http://www.enterpriseconnect.com/orlando/>

Wednesday, March 2 continued					
Integrating Mobility and UC RFP: Sizing Up the Vendor Offerings	2:30–5:30 PM	Workshop		Mobility	If mobility is part of your UC vision, this session will allow you to see not only what capabilities each vendor has, but to also assess how well they can match those capabilities to user requirements and deliver functional mobility in their UC solution.
QOS & Network Design for Converged Networks	2:30–5:30 PM	Workshop		Planning/Implementing IP Telephony	This in-depth session walks through all the components of real-time network design. Key consultants and technical contributors from networking vendors will share the podium to provide in-depth technical information and guidance on how to design for real-time application success.
The Cloud: What's Real Today—An Implementation Exercise	2:30–5:30 PM	Workshop		The Cloud & Virtualization	This session is not intended to be a comprehensive survey of all cloud-based service offerings; rather, it is an attempt to identify leading players in the cloud for each of the major communications applications (call control, voice processing, email, instant messaging, video, etc.), and to ascertain whether an enterprise, using these major players, could craft a cloud-based communications platform for its users today.
Case Studies: Implementing SIP Trunking	3:45–4:30 PM	Breakout		SIP Trunking/SIP	To round out our explorations of SIP Trunking, this session will present case studies by enterprise executives whose organizations have implemented SIP trunking describing their experiences.
Open Source	3:45–4:30 PM	Breakout		Planning/Implementing IP Telephony	In this session, members of the open source community will discuss the future of Asterisk and other open source communications software, and whether it really has a role to play in the large user base. You'll come away from this session with a better idea of whether open source communications has peaked, or whether it still has a future that you should take part in.
Top 5 Ways to Save Money on Communications	3:45–4:30 PM	Breakout		Managing Costs, Technology & People	This session is intended to provide you with 5 solid, action-oriented items that have a high likelihood of producing quick savings in your communications expenses. You will leave this session with a to-do list so that, even if you've already started some of the tasks on our list, you'll have suggestions for ways to improve on what you've already accomplished.

Thursday, March 3					
Session Title	Time	Type	Track		Description
SIP Trunking	8:00–8:45 AM	Coffee Talk		SIP Trunking/SIP	You'll come away from this session with some concrete ideas about how to turn SIP trunks' potential into real savings and improvements for your enterprise.
Communications Security: Report to the Industry	9:00–9:45 AM	General Session		Managing Costs, Technology & People	We'll discuss the state of security with the leading experts on the subject, who will offer their findings, supplemented by reports from government and other agencies, to give you a sense of what sorts of attacks pose the greatest risk to your communications, and which are still, at this stage, more distant prospects.
Consumerization of IT: Is Resistance Futile?	10:00–10:45 AM	General Session		Managing Costs, Technology & People	In this Summit, we'll discuss the steps you can realistically take to influence user choices in mobile device usage, application deployment, and social networking use. You'll come away with the elements of a strategy for setting and enforcing policies, and accommodating user choice wherever possible.
Locknote/Town Hall	11:00 AM–12:00 PM	General Session		N/A	The issues covered in the Locknote/Town Hall include analyzing the progress in deploying Unified Communications and an assessment of its benefits and challenges; the viability of the Cloud as a deployment model for communications; vendors' positioning, strengths and weaknesses; and how emerging social networking functionality is being integrated into communications. Hear what the analysts have to say, and come prepared to share your questions comments and perceptions.

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EXHIBITION HOURS AND EVENTS

EXHIBITION HOURS:

Monday, February 28	4:00–7:00 PM
Tuesday, March 1	12:00–6:00 PM
Wednesday, March 2	12:00–5:00 PM

EXHIBITION RECEPTIONS

Monday	5:00–7:00 PM
Wednesday	3:00–5:00 PM

BOOTH CRAWL

Tuesday	4:00–6:00 PM
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Enjoy a refreshing beverage and appetizers while you see the latest products and services. Participating vendors will be providing refreshments as the second day of the Expo draws to a close.

ATTENDEE PARTY

Monday	7:00–9:00 PM
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