

BAM!24 Agenda | Semi-Final, April 10th

This is a draft schedule. You'll receive a final schedule, and your badge, at the Welcome Reception on Monday night. Badges will be available at 8:15a Tuesday at the Sunset Ballroom for those unable to attend the Welcome Reception.

Monday

- 5:15p **Buses will depart** from the Westin lobby beginning at 5:15p and will depart/return roughly every 30 minutes. The last bus will return to the Westin from Pub980 at 8:00p.
- 5:30p **BAM!24 Welcome Reception @ [Pub980](#)**
Join GLDS for drinks, appetizers, and a night around the firepit at Pub980 at Belching Beaver Brewery. Kick-off the event with a meet and greet including GLDS staff and BAM! event attendees. Meet other broadband service providers, GLDS integration partners, and GLDS team members. This reception is held outdoors so dress for cooler weather. You'll receive your badge, along with a final event schedule. The last bus will return to the Westin from Pub980 at 8:00p. Please thank [Alianza](#) for their generous support of this event.

Tuesday

- 8:15a **Light Breakfast:** Please join us between 8:15a and 8:30a. Light breakfast will be served at the start of the event in the foyer outside the Sunset Ballroom. Beverages will be served throughout the day. Please thank [NetCeed](#) for their generous support of this event.
- 8:30a **Welcome:** We'll introduce the GLDS team, spotlight broadband service providers, and GLDS integration partners in attendance. We'll discuss logistics and the day's activities.
- State of the Company:** We'll step through the state of the company, look at GLDS strategy within the context of industry momentum, discuss company philosophies, and paint a picture of what you can expect in the months and years ahead.
- Product Evolution: What's New and What's Next?:** What have we been working on since our last BAM! event, what's been delivered, what are we working on, and what's yet to come.
- 10:15a **Integration Spotlight, then Break**
- 10:30a **Panel | Who's Growing and Why:** Some BSPs grow faster than others. Why is that? Has the pace been that way from launch, or has growth evolved? We'll chat with some of the fastest moving BSPs in the nation, exploring what they are doing to drive their business.

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11:15a **Panel | Onboarding Do's and Don'ts:** Hear about the good, the bad, and the ugly of Customer Onboarding. What do BSP processes look like? Does zero-touch order taking really exist? We'll discuss the steps BSPs take to maximize the efficiency, effectiveness, and customer satisfaction of the overall onboarding experience.

12:00p **Integration Spotlight, then Lunch**
Westin Lawn. Please thank [Paymentus](#) for their generous support of this event.

1:30p **Breakout Session One***

Workshop Tracks

- Outage Management
- Service Workflow Configuration
- Beginning Reporting

Roundtable Tracks

- In Your Face, with Interfaces
- Communicating with your Customers

2:45p **Breakout Session Two***

Workshop Tracks

- Outbound Messaging
- MyBroadbandMarket Evolution
- Beginning Reporting

Roundtable Tracks

- Billing Managers' Roundtable
- Meridian Integration

4:45p **Dinner:** Buses depart for a quick stroll at the [Oceanside Pier](#) areas, followed by dinner at [Pacific Coast Spirits](#). We should return by 9:00p. Please thank [Logicom](#) for their generous support of this event.

Wednesday

8:15a **Light Breakfast:** Please join us between 8:15 and 8:30. Light breakfast will be served at the start of the event in the foyer outside the Sunset Ballroom. Beverages will be served throughout the day. Please thank the [Fiber Gaming Network](#) for their generous support of this event.

8:30a **Welcome:** We'll discuss logistics and the day's activities.

8:45a **Operate Efficiently and Effectively:** We will discuss how you can optimize network monitoring and transform from being reactive to proactive, how you can leverage cloud computing, automation, and integration, and how you can lower call volume

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while increasing NPS. By following these strategies, you can improve profitability while increasing subscriber satisfaction.

Panel | Integration Nation: While BroadHub is a powerhouse, its extensibility through APIs (Gateways) allows you to add additional best-of-class solutions to an already strong ecosystem. We'll learn about how BSPs are using GLDS gateways to integrate their favorite third-party solutions, to improve their subscribers' experience, and to drive additional efficiencies within their organizations.

10:15a **Integration Spotlight, then Break**

10:30a **Panel | Subscriber Communications:** Learn how to effectively communicate with both potential and existing subscribers from some of the most innovative broadband service providers in the market. Whether it's email, SMS messages, or even your bill, we'll explore what has worked, what has needed more focus, and discuss some of the lessons learned.

Panel | Field Management: Join us as we hear from BSPs using BroadHub, and other GLDS tools, to automate their field processes. We'll discuss scheduling, routing, working with contractors, subscriber communications, and more.

12:00p **Integration Spotlight, then Lunch**

Westin Lawn. Please thank [Atlas Digital](#) for their generous support of this event.

1:30p **Breakout Session One***

Workshop Tracks

- Outage Management
- Service Workflow Configuration
- Beginning Reporting

Roundtable Tracks

- Billing Managers' Roundtable
- Communicating With Your Customers

2:45p **Breakout Session Two***

Workshop Tracks

- Outbound Messaging
- Financial Areas Management
- Beginning Reporting

Roundtable Tracks

- In Your Face with Interfaces
- Government Drama

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4:00p **BAM! Grand Prix @ [K1 Speed](#)**
Bus leaves for K1 Speed at 4:00p, and will return all racers to the Westin by approximately 6:45p. Please thank [Adtran](#) for their generous support of this event.

4:30p **BAM! Shopping Grand Prix @ [The Carlsbad Premium Outlets](#)**
Want to test your shopping skills? Carlsbad is home to the best outlet mall in Southern California with a mix of both designers and everyday name brands. The BAM! bus will take shoppers to the outlets and then pick up again at approximately 5:45p.

6:45 **Free Evening**

Thursday

8:15a **Light Breakfast:** Please join us between 8:15a and 8:30a. Light breakfast will be served at the start of the event in the foyer outside the Sunset Ballroom. Beverages will be served throughout the day. Please thank [Nokia](#) for their generous support of this event.

8:30a **Welcome:** We'll discuss logistics and the day's activities and award the coveted K1 Speed race trophy.

8:50a **GLDS Community Overview:** It was launched softly earlier in the year but we'll step through the new GLDS Community platform and talk about how it could offer a BAM!-like community engagement year-round.

9:00a **Fiber Focus Tracks:** Join **Calix**, **Adtran** and **Nokia**, each of which will host a dedicated group focused on discussing the evolution of the GLDS-integrator relationship. Each fiber solution provider will share how the integration has evolved over the past year, share plans for the next year, and invite participants to speak into joint development efforts.

12:00p **Networking Activities:** If you haven't connected with peers and partners at the event, Thursday's your last, and best, opportunity to do that. In the week prior to BAM!24, attendees will be offered the option of one of four networking activities, all of which will take place in the downtown San Diego area. Each option will represent an opportunity to spend a few hours in small groups, investing in the broadband "community" that GLDS is famous for cultivating. You'll be in San Diego, by the water, for several hours. Please be sure to dress for cooler weather. **Grab a boxed lunch when getting on the bus.**

Community Networking Events

Paint & Sip: What is better than being bayside and walking through the 54 one-of-a-kind shops at Seaport Village? Learning to paint while drinking beer/wine, that's what. Enjoy the views at [Mike Hess Brewery](#) (also serves wine) within Seaport

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Village for a guided sip and painting experience. Paint time will be approximately 90 minutes and you'll have time to shop at Seaport Village either before or after.

Bike & Brew: Looking for a fun way to explore downtown San Diego while also getting in some "exercise?" Join a tour group on a bicycle that's powered by the passengers themselves. You'll have a knowledgeable tour guide leading the way as you pedal around historic downtown, with a few stops at local bars to enjoy a drink at each one. Tour time will be approximately 2.5 hours and you'll have time to shop at Seaport Village either before or after.

Petco Park Tour: Nestled between San Diego Harbor and the Gaslamp district, you'll get a behind-the-scenes look at the home of the San Diego Padres. This 42,000-seat monster of a stadium is one of the most picturesque stadiums in the world. We'll take a tour of the stadium which will be approximately 1.5 hours and it's possible you'll have time to shop at Seaport Village either before or after.

Tentative. Requires at least 5 attendees for GLDS to host this.

San Diego Zoo: The world-famous San Diego Zoo is a 100-acre municipal zoo in Balboa Park with over 4,000 animals and more than 650 species. It's known for its naturalistic habitats, unique animal encounters, and botanical collection. The zoo has major exhibits including Absolutely Apes, Elephant Odyssey, Panda Trek, Lost Forest, Monkey Trails, and Polar Bear Plunge. Tour time will be approximately 3.5 hours and you'll travel in smaller groups of 7-10 BAM! attendees.

4:00p **Seaport Village Walk and Shop:** Your chance to pick up those souvenirs, see the sights, and take a stroll around the waterfront. [Seaport Village](#) is a waterfront shopping and dining complex adjacent to San Diego Bay in downtown San Diego. It houses more than 70 shops, galleries, and eateries. It is designed to be a car-free environment, with four miles of winding paths rather than streets connecting the various buildings. **Note that the Zoo Crew will not participate in this.**

5:00p **Dinner:** Buses will depart for dinner at [Stone Brewing World Bistro and Gardens](#). We should wrap up the evening and start our trip back to the Westin by 8:30p.

Please thank [Calix](#) for their generous support of all afternoon/evening activities.

*Workshop and Roundtable Session Descriptions

Workshop Sessions

Financial Areas Management: Do you need or want to perform financial reporting by something other than a franchise? If so, join me as we look at the new Financial Areas available in BroadHub. You can now define Financial Areas associated with FCC Technology, Grant Funding or Revenue Sharing.

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MyBroadbandMarket Evolution: As your subscribers ask to do more on their own, MyBroadbandMarket has proven to be one of the most important platforms GLDS offers. We continue to expand this family of solutions, giving you more control over the experience, and supporting the latest government regulations. We've even figured out how to leverage the platform across salespeople in the field. Learn about what's changed, and about how you can harness MBM to serve your customers 24/7/365.

Outage Management: Not all outages are created equally, and not all are easily detected. While GLDS offers native outage sniffing tools, we've expanded the scope of outage management through outbound notifications, integrations with third party call center tools and, most recently, with the ability for third party companies to declare an outage within BroadHub.

Outbound Messaging: It's now a critical part of many operators' customer service strategies. Supporting more than 75 different triggers across multiple communication mediums, it's getting bigger and better with every release. Customers can talk back to you, cancel work orders, check their balance, confirm appointment times, track their technicians, and more... all via text message. Let's dig in and figure out how to leverage this important platform to help grow your business and improve customer experience.

Reporting for Beginners: In this beginner's class, we'll explore how to access and select a report, cover the basics of running a report using the Criteria screen, and set up a report on the Job Scheduler for routine reporting tasks. This class is primarily for those who have very little experience with BroadHub reporting, or for those who want a review of the basics.

Service Workflow Configuration: What does your pre-installation process look like and how can you utilize the new Service Workflows to streamline processes and remove the number of touch points required?

Roundtables

Communicating with your Customers: Outbound Messaging is now a critical part of many operators' customer service strategies. Supporting more than 75 different triggers across multiple communication mediums, it's getting bigger and better with every release. Customers can talk back to you, cancel work orders, check their balance, confirm appointment times, track their technicians, and more... all via text message. Let's roundtable what's working well, and what's not. How would you like to communicate with your subscribers that aren't supported by GLDS today?

Meridian Integration: GLDS and Meridian have been hard at work, integrating both company's platforms for the benefit of our mutual BSPs - and your subscribers. Learn about how Meridian's best-of-class utility billing and GIS platforms combine with BroadHub for a powerhouse ecosystem, both now, and as part of a comprehensive development roadmap.

Government Drama: It's been a busy year for our local, state, and federal governments. They have handed out historic amounts of broadband funding, and everyone wants a piece of the

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action. It seems the more focus there is on broadband, the more government wants to share its spotlight. Taxation, Fees, Subsidies, Broadband Labels, Maps, and more are at the top of every BSP's mind. Let's get together and share stories, strategies, and explore how best to give the government what they want, so they continue to give us what we want.

Billing Managers' Roundtable: This all-purpose session will be hosted by members of the GLDS Support and Implementations team, bringing real-world experience as we talk about topics that are important to you. This is your opportunity to ask those nagging questions, to learn best practices from other operators, and to learn how to leverage all GLDS tools to meet your company's growth objectives.

In Your Face, with Interfaces: Openness is critically important to GLDS, and the expansion of our interfaces in recent years is evidence of that commitment. Whether it's our Customer Experience Gateway, Webhooks, our newest Back Office Gateway, or the upcoming expansion of MBM Gateway, GLDS continues to open the doors to all types of data exchange. Get an overview, and then dig in to understand how to solve your integration challenges.