BAM!26 *Draft* Session List

Session	Type	Description
GLDS Forward: Strategy, Momentum & the Road Ahead	General	Join us for an in-depth look at GLDS' strategy within the evolving broadband landscape. We'll explore the current state of the company, discuss the philosophies that drive our decisions, and examine how industry momentum is shaping our approach. This session will provide insight into where GLDS is headed in the months and years to come—and what that means for you, our customers, and the industry as a whole.
You Asked, We Built: What's Live and What's Coming at GLDS	General	Last year at BAM!, we shared what was in the pipeline—now it's time to see how we delivered. Join us as we walk through the progress made, unveiling the newest features and enhancements inspired by your feedback. We'll also look ahead at what's coming in the next 12 months, giving you a sneak peek at the innovations and improvements designed to help you operate more efficiently and serve your customers better. Don't miss this interactive session where your voice helps shape the future!
NEXT Is Now: BroadHub NEXT and the Launch of HubTalk	General	BroadHub NEXT debuts as the modern, web-based evolution of BroadHub, reengineered to move faster, simplify workflows, and dramatically improve back-office efficiency. This session also unveils HubTalk, our new AI chatbot that delivers real-time, subscriber-facing answers to everyday broadband questions without human intervention. Get a first look at what's launching, why it matters, and how these innovations redefine the provider and subscriber experience.
From Experience Provider to Business Outcome Provider	General	As broadband providers evolve from reactive support to proactive care and experience-led strategies, many still struggle to connect those initiatives to measurable financial impact. This session explores how operators can operationalize customer experience to drive real business outcomes — including reduced churn, lower cost to serve, increased product adoption, and improved EBITDA. Attendees will leave with a practical framework for turning network insights into cross-department action and predictable ROI.
Inside Customer Support: What Actually Works	Fireside Chat	This provider-hosted fireside chat brings BSPs together to discuss how they deliver frontline, Tier 1, and Tier 2 customer support. Panelists will explore how technology and third-party providers are leveraged, what approaches succeed or fail, and how after-hours support is offered and staffed. Attendees will hear candid, real-world perspectives on building support models that scale while maintaining service quality.

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Payments in Practice: How Providers Actually Get Paid	Fireside Chat	This fireside chat examines how broadband service providers accept customer payments across a wide range of models. Panelists will discuss credit cards, paper bills, mailed checks, lockbox services, in-person counter payments, and payments partners supporting Apple Pay, Samsung Pay, PayPal, and similar options. The conversation focuses on real-world tradeoffs, operational impact, and creative approaches to balancing convenience, cost, and cash flow.
Discounting Done Right: Lessons from the Field	Fireside Chat	In this fireside chat, providers share how they price and promote broadband services in competitive markets. The discussion covers coupon codes, discounting models, and promotional tactics - what works and what doesn't. Panelists will explore whether discounts are applied upfront or over time, used for bundling or sign-on incentives, and how these choices impact retention and revenue. The session also looks at how providers plan to use GLDS' new Refer-a-Friend feature to drive acquisition and loyalty.
Subscriber Onboarding: Lessons You Only Learn the Hard Way	Fireside Chat	This fireside chat brings providers back together to share updated lessons from the field on onboarding new subscribers. Panelists will discuss what has improved, what still creates friction, and where expectations have changed - from zero-touch order taking to activation and early-life support. Attendees will hear candid experiences and practical takeaways to refine onboarding processes and set the foundation for long-term subscriber satisfaction.
Data Integrity in Workflows: Establishing ChAIn of Command Before Adoption.	Fireside Chat	As organizations accelerate toward AI-driven operations, the foundation of reliable outcomes still depends on structured workflows and clear accountability. This session explores the critical role of data integrity, governance, and chain of command in operational processes before introducing AI. Amanda Halvorson will lead a discussion on how disciplined workflow design ensures trustworthy data, reduces risk, and enables more effective AI implementation.
Reporting Essentials: A Beginner's Guide to BroadHub Reports	Workshop	New to BroadHub reporting or need a refresher? This hands-on session will walk you through the fundamentals of accessing, selecting, and running reports using the Criteria screen. You'll also learn how to automate routine reporting tasks with the Job Scheduler. Whether you're just getting started or looking to solidify your understanding, this session will equip you with the skills to generate meaningful reports and streamline your workflow with confidence.

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Packaging Products in BroadHub and MBM	Workshop	This workshop teaches attendees how to configure offers and service plans in BroadHub and MyBroadbandMarket. Participants will work through the fundamentals of packaging products, defining plan structures, and selecting configuration options. The session explores how different choices impact pricing, promotions, provisioning, and the customer experience, helping teams make informed decisions when designing and managing service offerings.
Automated Messaging: Configuration, Timing, Impact	Workshop	This interactive workshop shows providers how to configure and refine outbound messaging in BroadHub. Attendees will work hands-on with automated email and SMS notifications, learning how to trigger messages at the right moments and tailor communication to different scenarios. The session focuses on practical setup, best practices, and real-world use cases to improve customer engagement and reduce reactive support.
Hands-On Promotions: Coupons, Discounts, and Referrals	Workshop	This hands-on workshop puts providers directly into the GLDS tools used to create, manage, and measure promotional campaigns. Participants will work with coupon codes, discounting models, bundling, sign-on incentives, and time-based promotions to see how each impacts acquisition and retention. The session also covers hands-on use of the new Refer-a-Friend feature. Attendees will leave with practical configurations and a clear framework for running effective promotions end to end.
From Order to Install: Mastering Scheduling in BroadHub	Workshop	Every broadband provider approaches installation differently—but inefficiency is common. In this hands-on workshop, you'll work directly with BroadHub's new In-Service Dates and Service Workflows to map, refine, and optimize multi-step installations. Learn proven configurations, reduce manual touchpoints, and see how others are improving efficiency in real environments. You'll leave with practical workflows, clear next steps, and a framework you can apply immediately to your own operations.
Integrations in Practice: Interfaces, APIs, and Webhooks	Workshop	Seamless data exchange is essential for efficiency, and GLDS is continually expanding its integration capabilities to meet that need. From Customer Experience Gateway and Webhooks to the Back Office Gateway and the evolving MBM Gateway, connectivity has never been more flexible. Join this discussion to share integration challenges, hear how others are leveraging GLDS interfaces, and explore new ways to streamline operations, automate workflows, and enhance interoperability across your systems.

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Advanced Reporting: Designing What You Can't Get Out of the Box	Workshop	This hands-on workshop takes BroadHub reporting to the next level. Attendees will learn how to design new reports, modify existing ones, and build advanced customer reports from the ground up. Participants are encouraged to bring real reporting needs - selected examples will be built live during the session, providing practical techniques and reusable patterns for advanced reporting.
Billing Manager's Roundtable: Best Practices, Challenges & Growth Strategies	Roundtable	Join members of the GLDS Support and Implementations team for an interactive discussion tailored to billing managers. This is your chance to bring up pressing questions, share challenges, and exchange best practices with fellow operators. Whether you're looking to streamline workflows, optimize revenue management, or better leverage GLDS tools to support growth, this session is all about learning from real-world experiences and finding solutions that work for your business.
Virtualizing GLDS Platforms: What Breaks and What Works	Roundtable	This session explores what it really takes to move GLDS platforms from physical infrastructure to virtual environments. Providers will share what works, where teams struggle, and the challenges that surface along the way. The discussion covers planning, execution, and operational impact, offering practical insights for organizations considering, or already navigating, the transition to virtualization.
Making the Numbers Match: Audits and Reconciliation with GLDS	Roundtable	This roundtable focuses on how providers handle audits and reconciliation using BroadHub. We'll discuss where to find audit-related reports and data, how teams reconcile BroadHub with internal systems and third-party partners, and what processes help ensure everything balances. Participants will share approaches, challenges, and lessons learned, providing practical insight into simplifying audit readiness and reconciliation.
HubTalk™ Deep Dive: Features, Use Cases, and Feedback Roundtable	Roundtable	This interactive roundtable takes a deeper look at HubTalk, GLDS' newly launched AI chatbot for broadband subscribers. We'll walk through key features, set expectations, and explore real-world use cases across support scenarios. Participants will be invited to ask questions, share perspectives, and provide direct feedback that will help shape HubTalk's evolution as adoption begins.

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Payment Acceptance Deep Dive: A Provider Roundtable	Roundtable	This roundtable goes beyond surface-level payment options and gets into the operational details of how providers get paid. Participants will discuss credit cards, digital wallets, lockbox services, and in-person payments, with a deeper focus on payment APIs, PCI-compliant alternatives, and integration tradeoffs. The session is designed to help operators evaluate which payment approaches best fit their scale, customer base, and risk profile.
Knowledge, Reimagined: AI, Video, and the New GLDS KB	General	This session introduces a new approach to the GLDS knowledgebase, designed to dramatically improve how users find and consume information. We'll show how AI now sits on top of the knowledgebase to deliver faster, more intuitive answers, alongside structural and usability improvements throughout the platform. You'll also see how we're expanding our proven training video strategy and preview what's coming next on the roadmap.
Instant Activation: The Fastest Path to Revenue	General	This session explores how providers use interdiction-based devices to activate homes that are already wired and ready for service. We'll discuss how this approach simplifies onboarding, reduces truck rolls, and shortens time to revenue. Attendees will learn where this model works best, operational considerations, and how instant activation can become the fastest, lowest-friction way to bring new subscribers online.
Referral-Driven Growth: Coupons, Referrals, and Smarter Sign-Up	General	This session introduces GLDS' expanded coupon management capabilities alongside new Refer-A-Friend features and recent DocuSign integration updates. We'll walk through individual code generation, tracking, and customer-facing management through MyBroadbandAccount, and streamlined signing workflows. Attendees will see how these tools work together, how they can be configured, and where they add measurable value across acquisition, retention, and promotional strategy.
OutSmart™ in the Real World: Deployment and What's Changed	General	We'll share what it takes to deploy OutSmart for proactive outage management and what that commitment means operationally. Attendees will learn how OutSmart is used in production, how it integrates with BroadHub, and what has changed over the past year. The discussion highlights real-world lessons, evolving capabilities, and practical considerations for improving reliability and reducing support strain.

Last Updated 3/18/26