



# **2015 Service Industry Global Executive Summit for Service Leaders**

***Building on the future in a smaller connected world***

**March 15-17, 2015 Mirage Las Vegas**

## **30<sup>th</sup> Annual Event Highlights**

- ✓ Major industry and future trends
- ✓ President Tom York – Industry Visionary Address
- ✓ **Closing Keynote:** Building on the Future
- ✓ **Day One, 3/16:** BIG DATA, Making customers stickier, Breakouts
- ✓ **Day Two, 3/17:** Taking advantage of SIA, Vision address and closing keynote, Outdoor lunch, Grand Finale
- ✓ Ongoing virtual surveys during entire event
- ✓ Global views in all sessions

## **Welcome Reception – Sunday, March 15, 2015**

**Bermuda B Meeting Room (Registration Desk #1 open 5:00 pm)**

**6:30 pm**

**Welcome and Speed Networking**

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# Strategic Day One – Monday, March 16, 2015

Bermuda A: Meeting Room General Session; Bermuda B: Food & Exhibits

9-9:30 am **Continental Breakfast – refreshments all day**  
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8:30 -9:25 am **Breakfast with new members & SIA Exec. Council (Martinique A)**

9:25-9:40 am **Welcome – Tom York, President SIA**

✓ Election results

Claudia Betzner, SIA Executive Director & Chair, Summit

9:40-10:40 am **Market Trends –**Jake Blough, Supply Chain Director, SEI

- ✓ *All aspects of service delivery discussed including point of sale, depot, feet on street, variable labor model, etc.*
  - ✓ *What is happening in the datacenter space and what are the next ten years going to look like*
  - ✓ *Emerging technologies that will fundamentally shift the role of hardware in major IT departments*
  - ✓ *What this means to service providers*
- 5 minute conveniences break *between sessions*

10:45-11:45 am **BIG DATA for small business** John A. Thompson,  
**Founder & Managing Director Information Professionals GmbH**

Chairperson: Bernd Appleby, President, TERiX

*Learn how to implement BIG DATA in your company from an expert, what makes difference, predictive analytics, how service companies take advantage of it, how to use it, what are costs, how do you get started. Follow on panel discussion led by Bernd Appleby after lunch.*

11:45-12:45 pm **Networking Lunch**



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## **Strategic Day One – Monday, March 16, 2015**

Bermuda A Meeting Room; Bermuda B break and breakouts

### **12:45-1:30 pm BIG DATA PANEL DISCUSSION**

Bernd Appleby, President TERiX & Session Chair, Dwight Strayer, C.O.O. SEI, Jerry Edinger, Chairman CSDP, Tom Clauser, Vice President Essintial Enterprise Solutions

5 minute conveniences break *between sessions*

### **1:35-2:10 pm Customer Engagement –**

*Deborah Eastman, Chief Customer Officer SATMETRIX*

- ✓ *How to build an operational program to monitor your customer experience*
- ✓ *The customer journey, engaging employees in customer centric actions*
- ✓ *Understand how and when to measure customer experience*
- ✓ *How it impacts your Net Promoter Score, & ultimately delivers profitable growth*

### **2:15-3:05 pm Making Customers Stickier**

Dave Wiedman, President Lexicon & Session Chair; Alfried Netzband, Managing Director Technogroup IT Europe, Dato' Praba Thiagarajah, President & CEO Basis Bay APAC; Craig Youngblood, President & CEO Logical Maintenance Solutions North America

- ✓ *Why do customers love you?*
- ✓ *What makes them stay?*
- ✓ *How do we make customers “stickier”?*
- ✓ *What are unique challenges in Asia, US, Europe?*

### **3:05-3:20 pm Networking Break**

### **3:20- 4:45pm Roundtable Discussions (4 tables with rotating discussion leaders 20 minute segments; this session in Bermuda B exhibit room)**

*Understanding & doing business in the Asia market, challenges, barriers, & opportunities*

Chairperson: **Procurri**

*Supply chain challenges in the Global Market*

Chairperson: **Solid Global** - Americas, APAC

*Understanding & doing business in Europe, challenges, opportunities, barriers*

Chairperson: Technogroup IT Service GmbH

*Partnership Strategies (selecting partners in different countries, case study, overview, sourcing, choosing)*

Chairperson: IB Remarketing; Americas, APAC, EMEA

## **Strategic Day One – Monday, March 16, 2015**

Bermuda A Meeting Room

4:45-6:00 pm **DRTR Meeting**

Open to all – Gay will provide great news and updates

**BIG DATA** – John A. Thompson

(Meet privately with John, arrange location & times thru him)

6:00-7:30 pm **Networking Cocktail Hour**

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## **Operational Day Two – Tuesday, March 17, 2015**

Bermuda A Meeting Room General Session; Bermuda B: Breakfast & Break

8:30-9:00 am **Continental Breakfast – breaks today**

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9:00-9:30 am **State of the Association**

Tom York, SIA President & President Essential Enterprise Solutions

✓ Taking advantage of SIA

✓ SIA Board Recognition

9:30-10:30 am **Service Industry Vision**

Tom York, SIA President & CEO Essintial Enterprise Solutions  
Are You Ready for This?

- ✓ How the advent of the Internet of Things, mobility, and related technology advancements impact customer requirements and expectations and supporting field services models.

## **Operational Day Two – Tuesday, March 17, 2015**

**10:30-11:00 am Big Break – networking with vendors**

**1 1:00-12:30 Keynote Speaker – Building on the Future**



Philippe Cesson, Founder & CEO Cesson 3.0 “Building on the Future” – Using technology to profitably harness social media, externally and internally. In this engaging and impactful keynote, Philippe Cesson communicates exciting, fresh ideas for generating business growth via Social Media, by distinctly evaluating Business to Business Social Media versus Business to Consumer Social Media. Formerly from the French Riviera, now a US Citizen, with offices in NYC, West Coast and Latin America.

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**12:30-2:30 pm**

**Lunch Outside - Networking**

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**Customer Service  
Delivery Platform**

*Unifying Infrastructure. Transforming Businesses. Gaining Market Share.*

**2:30 pm**

**SIA Board Meeting – Summit Wrap**

**6:00 pm**

**Cocktail Hour – LAVO at the Palazzo**



7:00 pm

**Grand Finale Dinner – LAVO at the Palazzo**

(Guest of attendee tickets available at Registration for \$125 each)



9:30 pm

**After Party – Fizz Caesar's**