

BREAKOUT SESSIONS SCHEDULE

SUNDAY, MARCH 4

ROOM	6:30 AM - 8:00 AM	8:00 AM - 10:00 AM	10:30 AM - 11:20 AM	11:30 AM - 12:20 PM	12:30 PM - 1:20 PM	1:30 PM - 2:20 PM	2:30 PM - 3:20 PM	3:00 PM - 4:20 PM	4:30 PM - 5:00 PM	5:30 PM - 7:30 PM
GATLIN BCD										Reception w/ Solutions Showcase
PANZACOLA H							MR General Session			

MONDAY, MARCH 5

ROOM	6:30 AM - 8:30 AM	8:30 AM - 9:45 AM	10:00 AM - 10:50 AM	11:00 AM - 11:50 AM	12:00 PM - 12:50 PM	1:00 PM - 1:50 PM	2:00 PM - 2:50 PM	3:00 PM - 3:50 PM	4:00 PM - 4:50 PM	5:00 PM - 7:00 PM
GATLIN BCD	Breakfast		MOTOTRBO™ Solutions Showcase	Lunch w/ Solutions Showcase			MOTOTRBO™ Solutions Showcase	MOTOTRBO™ Solutions Showcase	MOTOTRBO™ Solutions Showcase	Reception w/ Solutions Showcase
PANZACOLA FG		General Session								
PANZACOLA H				Owner & Leadership Session				WAVE		
SEBASTIAN K	U.S. Federal Government Sessions									
SEBASTIAN I-1 & I-2			MOTOTRBO™ Data: How to Support Your Customer Beyond PTT Voice	MOTOTRBO™ Systems	New MOTOTRBO™ Service Packages		Speaking IT: A Glossary for Sales Professionals		2018 Digital Marketing Trends: What's In, What's Out	
SEBASTIAN I-3 & I-4			Thinking Outside the Box: Unconventional Marketing Strategies to Drive Demand	Effective Sales Tools: Focusing on Growth & Efficiency		MOTOTRBO™ Applications	Spillman Flex			
SEBASTIAN L1			Team Communications Customer Case Study (Hospitality)		Sales Skills: Moving from Thought to Action		APX™ Subscriber Solutions		Spillman Ally	
SEBASTIAN L2				Marketing Infrastructure for Growth		Inside Sales for Reseller Organizations		ASTRO® 25 Solutions Infrastructure		
SEBASTIAN L3			NG9-1-1		FirstNet™		A Sales-Driven Marketing Plan for Filling the Pipeline		DEMS	
SEBASTIAN L4	U.S. Federal Government Breakouts									
GATLIN A-1 & A-2	Sales & Marketing Partner 1:1s									

COLOR LEGEND	MEALS & SOLUTIONS SHOWCASE	SALES MANAGEMENT SESSION	OWNER & LEADERSHIP SESSION	NETWORKING RECEPTION	GENERAL SESSION	SOLUTION SESSION	U.S. FEDERAL GOVERNMENT SESSION	SALES SKILLS SESSION	MARKETING SESSION
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BREAKOUT SESSIONS SCHEDULE

TUESDAY, MARCH 6

ROOM	6:30 AM - 8:30 AM	8:30 AM - 9:20 AM	9:30 AM - 10:20 AM	10:30 AM - 11:20 AM	11:30 AM - 12:20 PM	12:30 PM - 1:20 PM	1:30 PM - 2:20 PM	2:30 PM - 3:20 PM	3:45 PM - 5:00 PM	5:00 PM - 7:00 PM
GATLIN BCD	Breakfast	MOTOTRBO™ Solutions Showcase	MOTOTRBO™ Solutions Showcase	MOTOTRBO™ Solutions Showcase	Lunch w/ Solutions Showcase					
PANZACOLA FG									Closing General Session & Keynote	
PANZACOLA H		Sales Management Session					Team Communications Customer Case Study (Hospitality)	MOTOTRBO™ Systems		
SEBASTIAN K	U.S. Federal Government Sessions									
SEBASTIAN I-1 & I-2		New MOTOTRBO™ Service Packages	MOTOTRBO™ Applications		MOTOTRBO™ Data: How to Support Your Customer Beyond PTT Voice	Speaking IT: A Glossary for Sales Professionals			Sales Skills: Moving from Thought to Action	
SEBASTIAN I-3 & I-4		WAVE		Spillman Ally		Effective Sales Tools; Focusing on Growth & Efficiency			Thinking Outside the Box: Unconventional Strategies to Drive Demand	
SEBASTIAN L1		2018 Digital Marketing Trends: What's In, What's Out	Inside Sales for Reseller Organizations		Marketing Infrastructure for Growth				ASTRO® 25 Solutions Infrastructure	
SEBASTIAN L2				APX™ Subscriber Solutions	DEMS		Spillman Flex			
SEBASTIAN L3			A Sales-Driven Marketing Plan for Filling the Pipeline		FirstNet™				NG9-1-1	
SEBASTIAN L4	U.S. Federal Government Breakouts									
GATLIN A-1 & A-2	Sales & Marketing Partner 1:1s									
POOL DECK										Partner Celebration

COLOR LEGEND	MEALS & SOLUTIONS SHOWCASE	SALES MANAGEMENT SESSION	OWNER & LEADERSHIP SESSION	PARTNER CELEBRATION	GENERAL SESSION	SOLUTION SESSION	U.S. FEDERAL GOVERNMENT SESSION	SALES SKILLS SESSION	MARKETING SESSION
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BREAKOUT SESSIONS DESCRIPTION

OWNER / LEADERSHIP TRACK

FUELING YOUR SUCCESS: OPPORTUNITIES FOR GROWTH IN 2018

In this special session for owners and CEOs, you will hear from Motorola Solutions leaders and industry experts on strategies designed to make your firm more profitable in 2018. Gain insight into how to manage your business for growth including ways to take advantage of key PartnerEmpower programs, marketing, inside sales and data analytics best practices, and new Motorola Solutions products and vertical market opportunities.

SOLUTIONS SESSIONS

TEAM COMMUNICATIONS CUSTOMER CASE STUDY (HOSPITALITY)

Our 2018 CPE hotel, the Rosen Shingle Creek, also happens to be a Team Communications customer. Join this session to learn what challenges they faced, which areas of the facility are leveraging Team Comms, and other ideas to encourage your own customers to adopt a Team Communications solution.

MOTOTRBO™ SYSTEMS

Explore the latest additions to the MOTOTRBO™ systems ecosystem, including Capacity Max, Connect Plus and Capacity Plus, along with customer migration strategies. We will also review our Next Generation Motorola Console and other recent or soon-to-launch repeater solutions.

MOTOTRBO™ SOLUTIONS SHOWCASE

Through live product demonstrations, you'll see how we're pushing MOTOTRBO™ out of its voice comfort zone in a number of unique ways that can elevate the end-customer experience.

NEW MOTOTRBO™ SERVICE PACKAGES

We'll introduce you to the new service packages for infrastructure and devices designed specifically for the channel. Learn about how these services packages will help you grow your services business and improve customer stickiness.

MOTOTRBO™ APPLICATIONS

Demand for tighter integration between the MOTOTRBO™ portfolio and applications is stronger than ever. In this session, you'll review trends in applications and our response to those trends. You'll also get a preview of application evaluation guidelines and prequalification tools that will help streamline the integration process, and learn about the latest additions to the MOTOTRBO™ Application Developer Program.

APX SUBSCRIBER SOLUTIONS

Join us for the latest updates on subscriber offerings including the APX product updates, APX mid-tier, APX entry tier, Si500 body-worn camera, the APX 8500 and other exciting solutions. We will also share some ways you can beat the competition in public safety and commercial markets.

WAVE

WAVE is fast becoming an integral part of an end customer's communications solution. In this session, you will learn the ways we have improved the solution, and new capabilities that have been added to the portfolio including WAVE OnCloud™ 2.0.

ASTRO® 25 SOLUTIONS INFRASTRUCTURE

Grow your revenue with ASTRO 25 solutions. Learn about all the ways to sell P25 mission-critical solutions, discover the new MCC 7500E Dispatch Console, get tips on positioning the ASTRO portfolio and more.

SALES MANAGEMENT SESSION - NEW!

BUILDING AND RUNNING A SUCCESSFUL SALES TEAM

Cultivating an environment that really let's your sales team shine is all about how you manage people. In this session, we'll provide guidance and tools that help you assess, motivate, coach and reward your sales people. You'll come away with strategies on how to forecast, run a sales meeting, set quotas, determine compensation and incentives, conduct performance evaluations, recruit top talent and more.

DEMS

Join us to hear about Si500 body-worn camera and CommandCentral Vault successes from the perspective of a fellow Motorola Solutions Manufacturer's Representative, and learn the details on recent new product releases and updates to the Digital Evidence Management Solution portfolio.

NG9-1-1

Craig Dollar, Director NG9-1-1 Strategy for Motorola Solutions, will provide an overview of the 2018 plan for NG9-1-1 products and services including the CallWorks and VESTA platform objectives, priorities, and areas of opportunity.

FIRSTNET

FirstNet Go To Market readiness updates on: The 4 steps to sell FirstNet, compensation, forecasting, proposal generation, placing orders, marketing collateral available, who to call for questions and help. Question and answer session for all things FirstNet.

SPILLMAN - ALLY: CLOUD-BASED, SAAS DISPATCH, RECORDS AND INCIDENT MANAGEMENT PLATFORM

Learn how this easy-to-use, cloud-based software pairs with MOTOTRBO™ and WAVE to streamline incident management workflows for enterprise security operations. This SaaS subscription model creates an easy up-sell opportunity without the need for a large upfront capital outlay.

SPILLMAN - FLEX: CAD/MOBILE/RMS/JMS FOR PUBLIC SAFETY AGENCIES

Become more familiar with Spillman's flagship product and how it has benefited public safety agencies for more than 35 years. Understand the Flex target market and focus agency types. Gain insights into the sales process that has served the Spillman team well and learn how you fit into this proven process for selling enterprise public safety software.

MOTOTRBO™ DATA: HOW TO SUPPORT YOUR CUSTOMER BEYOND PTT VOICE

Learn the basics of data communications and how land mobile radio systems can be leveraged to support various data transmissions. Starting with bits and bytes, we will explore more complex concepts such as data latency and data throughput. By attending the session, DSR will be able to have more productive data-centric conversations with customers and prospects, and gain insights from practical use cases in the utility sector.

BREAKOUT SESSIONS DESCRIPTION

SALES SKILLS SESSIONS

SPEAKING IT: A GLOSSARY FOR SALES PROFESSIONALS

Gain a reference point for conducting meaningful dialogues with IT professionals. This session will focus on the terms and concepts commonly referenced by IT professionals to help increase your familiarity with the language of networks and how it is used in telecommunications conversations.

SALES SKILLS: MOVING FROM THOUGHT TO ACTION

This session offers a brief introduction to the art of asking questions that lead to customer commitment

INSIDE SALES FOR RESELLER ORGANIZATIONS

Are you looking to help drive revenue with your inside sales team? Join this session to better understand inside sales best practices. We'll cover everything from prospecting to lead management to pipeline growth.

MARKETING AND SUPPORT PROGRAM SESSIONS

EFFECTIVE SALES TOOLS: FOCUSING ON GROWTH & EFFICIENCY

Effective, easy-to-use sales tools maximize your productivity and create more operational efficiencies. In this session, you'll learn about new tools for 2018 and enhancements to existing tools. We will share updates to partner-facing tools such as quoting tools, the Partner Central portal, SalesView point-of-sale tool, new Above Price Book registration process, and Opportunity Management tool. We will also discuss new customer-facing tools: Solution Finder and Partner Finder.

THINKING OUTSIDE THE BOX: UNCONVENTIONAL MARKETING STRATEGIES TO DRIVE DEMAND

Attend this session to learn how sales & marketing has evolved and how the two disciplines can become better aligned. We'll share tips and tricks for improving your marketing strategies—from planning through campaign development and consistent execution. We'll identify the unconventional tactics that will help you drive demand and support organic growth in your business.

MARKETING INFRASTRUCTURE FOR GROWTH

This session will cover the basics of setting up a marketing infrastructure to support growth. We'll cover key elements and tips including CRM and marketing automation tools, a lead-generating website and how to find and select marketing resources, personnel and support.

US FEDERAL GOVERNMENT TRACK

U.S. FEDERAL GOVERNMENT GENERAL SESSION

Mark McNulty Vice President and General Manager of Motorola Solutions' U.S. Federal Government Markets Sales Division will review 2017 achievements, Mark will also discuss 2018 objectives, priorities, and areas of opportunity.

PROTECT SERIES

FORCE PROTECT is Motorola's Converged Security Information Management (CSIM) architecture tailored to Federal customers. This course will present the architecture, use cases, and discussion points to bring FORCE PROTECT to our customers' attention.

PARTNEREMPOWER - FEDERAL PARTNER UPDATES

Reseller Program Update: Successes of the 2017 Federal PartnerEmpower Reseller program and upcoming 2018 enhancements.

COMPETITIVE OVERVIEW

Competitive Update on Product, Services, Messaging/Positioning, incentive programs and sale tactics from Harris, Realm and iCOM.

2018 DIGITAL MARKETING TRENDS: WHAT'S IN, WHAT'S OUT

Today, the pace of technological change is faster than ever. The world of digital marketing is not exempt, with new trends on the rise in 2018 to help companies target and acquire new customers and retain existing customers. Learn from our panel of digital and marketing experts about what's changing in SEO/SEM, social media, public relations and demand generation, and how to capitalize on these trends to help your business grow.

A SALES-DRIVEN MARKETING PLAN FOR FILLING THE PIPELINE

"Growing your business through new customer acquisitions and by offering upgrades and cross-selling to existing customers isn't easy, but with a sales-driven marketing plan your odds of success expands exponentially. In this session, we'll offer a framework for developing a sales-aligned marketing plan to keep your pipeline filled that includes a marketing plan template and tools and resources for your sales team to build and nurture relationships, become trusted advisors and accelerate sales.

MARKETING & PRACTICE DEVELOPMENT ONE-ON-ONES WITH SUBJECT MATTER EXPERTS

Interested in meeting 1:1 with a subject matter expert to help with your marketing or practice development? We've reserved a limited number of times for you to meet directly with experts to ask questions, get answers and bring actionable insight back to your company. Indicate your interest and we'll reach out to schedule a meeting.