

Summit Speaker Programme

The programme for this year is a great mix of information and education for the channel with the overriding focus on how to make margin!



Convergence Summit Manchester 2009

Speaker Programme - The Exchange Hall, Manchester

Day 1 - Tuesday 17 March 2009

Time	Speaker	Subject
10.30	Stephanie Watson, General Manager, MZA Consultants.	UK Market Trends: Talk on trends in the UK PBX market and which applications are selling well.
11.30	Tim Stone, Head of Unified Communications EMEA, Cisco	The Value of Unified Communications in a Downturn: Tim Stone of Cisco will look at ways in which resellers can help customers unlock the potential in their employees by deploying UC applications and will be focusing on the SME.
12.30	Panel Debate: John Singleton Spiritel Dave Dadds VanillaIP Fraser Douglas of Hipcom Brian Selby - Universal Group Julian Barnes of Samsung	Selling Hosted Telephony: Our panel members will discuss their experiences of selling hosted telephony and provide valuable insight and tips for delegates wishing to enter this fast growing applications market.
13.30	Tim Hubbard, BT21CN	Next Generation Networks #1: Tim Hubbard will provide an update on 21CN progress and look at the new sales opportunities for the channel that will result from the mammoth project to upgrade their UK network to IP
14.30	David Goldie, Chairman, Opal	Next Generation Networks #2: A practical, 'hands on' examination of the types of new applications and services that are available on Next Generation Networks from the UK's leading LLU operator.
15.30	20:20 Logistics/RIM	Making Money in Mobile: An informative insight into the mobile market, the opportunities available and how to make money from them.

Day 2 - Wednesday 18 March 2009

Time	Speaker	Subject
09.30	Dave Dadds - VanillaIP Andy Hollingworth - Opal Telecom Peter Orr - Servassure	Moving from Mobile into Fixed Line Telephony: A practical and hands on approach on how to move from mobile into the fixed line market.
10.30	Ian Thomas, Managing Director, Public Sectors and Partners, Cable&Wireless	Selling Network Services: Let's not talk futures; let's talk about what resellers can take to market right now and what benefits these services can bring for your customers.
11.30	Martin Northend, Director - SME Portfolio Marketing, Siemens	Simplifying Unified Communications for the SME: Siemens explain how to uncomplicate the UC message for the smaller company and win more new profitable business at the same time!
13.00	Panel Debate: - Mike Wilkinson, Broadsoft - Jim Lynch, Voiceflex - Richard Bligh, Gamma Telecom - Steve Bieniek, VoIP Unlimited - Graham Francis, Vocale	The SIP Sales Opportunity: Now a mature product, SIP trunks represent a real alternative to ISDN; they are cheaper and quicker to install and open up the world of presence-based applications too.
14.00	Stephen Gerrard, Marketing Manager, Communications Solutions Europe, Panasonic	Beating the Downturn with Applications that Sell. Stephen Gerrard uses his extensive voice and data communications background to look at SMBs & Applications. Do they need them? Do they want them? What are they buying? Why are they buying? How to sell them?