

Conference Agenda



Tuesday 30

9:00 Dave Delaney, sponsored by Calix

Delaney has worked with brands like Google and LinkedIn and is a keynote speaker and author of several books, including "New Business Networking" and "The Nice Method." He is passionate about helping others to improve their communication skills.

10:15 Work Smarter Not Harder

AI...it's all the buzz and there's so many different ways to use it! From chat to content creation, this is a tool that marketers can use to save time, be inspired, and track data. Pat is going to talk about some best practices and how to get started.

11:00 E-Sports Tournament Frenzy

Give gamers a reason to interact with your company by hosting a tournament! Shane will give all the details on the 2024 Fiber Frenzy tournament, and Jon will talk about the new DXTel Fiber Gaming Network.

11:30 CSR Panel

This panel of customer service pros will cover topics that will give insight to how marketers can better support customer service, and how customer service can also help marketing departments.

12:00 Lunch

1:00 Sales Techniques That Aren't "Salesy"

Customers are skeptical of being sold to, that can make it difficult to help them get to the best experience. Let's talk about how we can deliver options that work so well, the customer forgets our phone number!

2:00 Product Development

How to establish margins, research our competition, and take steps toward launching new products.

3:15 Roundtable

Probably one of the best sessions of the day! Let's discuss strategy, successes, failures, and anything in between.

6:30 Dinner at Del Bar

We will take a head count and make reservations before lunch break. This is not included in the conference fee. Hotel will provide a shuttle to and from dinner.



Wednesday 31

9:00 Stephen Williams, Milwaukee Tool

Stephen has traveled North America and Europe to on-board and develop new teams at all levels in Continuous Improvement, Lean Manufacturing, and 5S. The best part of his job is helping people uncover the ideas they have to make their jobs fun and rewarding.

10:15 Tips & Tricks

Shay and Leo run through some trendy tricks to help you track your campaigns, delight your customers, and make quality B2B connections.

11:00 Leaders not Managers

Leading is not the same as managing. Leaders work to help their co-workers thrive and develop new skills. Dennis Cooley discuss the difference between being a manager and a leader. You can be a leader without the title!

12:00 Close of Conference

Thank you for attending the 2024 WSTA Customer Experience Conference. Please take a moment to scan the QR code on the back cover, and complete the survey covering this year's event and for planning the 2025 event. Your input is ap



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