

The Agenda



Unless noted otherwise, all **Main sessions** (□+□) and **Business sessions** (□) are in **Palazzo E** and **Tech sessions** (□) are in **Segura 5 and 6**

MONDAY OCTOBER 10, 2011

2:00 pm - 4:00 pm **Building In-Browser Telephony Apps with Phono - Hands-on Workshop**

Learn how to use JavaScript and jQuery to build sophisticated, multi-channel communication apps that run directly inside a browser. Use these apps to extend IVR, service and product access to anyone with a web browser.

Mark Headd,
Voxeo Labs *Sr. Developer Evangelist*

Jose de Castro,
Voxeo Labs *Chief Architect*

Segura 5

RSVP to summit@voxeo.com

7:00 pm - 9:00 pm Eat and Greet - Welcome Reception
JW Marriott - Quench Bar and Lawn
(in the event of rain, Palazzo G & H)

TUESDAY OCTOBER 11, 2011

8:30 am - 9:30 am Eat and Greet
Continental Breakfast- Palazzo E
Summit Demo Lounge Open

9:30 am - 10:15 am Keynote
Voxeo State Of The Union
Jonathan Taylor,
Voxeo *CEO*



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10:15 am - 10:30 am	Quick Break
10:30 am - 10:45 am	Product Spotlight What's New in Prophecy Dan Polfer, <i>Voxeo SVP Engineering</i>
10:45 am - 11:00 am	Product Spotlight VoiceObjects On-Demand - Building Apps in the Voxeo Cloud Tobias Goebel, <i>Voxeo Sr. Systems Engineer</i>
11:00 am - 11:15 am	Product Spotlight VoiceObjects Analyzer - Cross-Channel Analytics Andreas Volmer, <i>Voxeo Sr. Product Manager</i>
11:15 am - 11:30 am	Product Spotlight Voxeo SMS John Amein <i>Voxeo SVP, Product Management</i>
11:30 am - 11:45 am	Product Spotlight Phono Jose de Castro, <i>Voxeo Labs Chief Architect</i>
11:45 am - 12:15 pm	Product Spotlight Voxeo Roadmap RJ Auburn, <i>Voxeo CTO</i>
12:15 pm - 1:30 pm	Lunch: JW Marriott Valencia Lawn & Terrace Summit Demo Lounge Open 1:00 pm - 1:30 pm

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Technical Tracks

1:30 pm - 2:15 pm	<p>Industry Insight</p> <p>Market Trends - Panel Discussion</p> <p>Moderator: John Amein, — <i>Voxeo SVP Product Management</i></p> <p>Panelists: Paul Golding — <i>The Lab @ O2 ConnFu Master</i>; Daniel Hong — <i>Ovum Lead Analyst, Customer Interaction</i>; Dan Miller — <i>Opus Research Senior Analyst & Founder</i>; Jonathan Taylor — <i>Voxeo CEO</i></p>	<p>PRISM Deep Dive</p> <p>Deep dive on Voxeo's carrier-grade converged communication platform.</p> <p>Jose de Castro, <i>Voxeo Labs Chief Architect</i></p>
2:15 pm - 2:45 pm	<p>Industry Insight</p> <p>Mobility Outlook</p> <p>Focus on HTML and native mobile apps.</p> <p>RJ Auburn, <i>Voxeo CTO</i></p> <p>and</p> <p>Andreas Volmer, <i>Voxeo Sr. Product Manager</i></p>	<p>Rapid Prototyping with Tropo</p> <p>Learn techniques for using Tropo to rapidly prototype and test IVR call flows and applications. Get up and running quickly and easily with an application environment that can validate your call flow and application design.</p> <p>Mark Headd, <i>Voxeo Labs Sr. Developer Evangelist</i></p>
2:45 pm - 3:15 pm	<p>Inside Voxeo</p> <p>Building a High Performance Service Culture</p> <p>Anne Bowman, <i>Voxeo Chief Customer Officer</i></p>	<p>Quick Break (2:45 pm - 3:00 pm)</p>
3:15 pm - 3:30 pm	<p>Quick Break</p>	<p><i>(Tropo Customer Show and Tell Starts at 3:00 pm)</i></p> <p>Tropo Customer Show and Tell</p> <p>Oboron3, AwayFind, Radish Systems, Mojo Lingo, OneReach</p> <p><i>(Tropo Customer Show and Tell Continues until 3:45 pm)</i></p>
3:30 pm - 3:45 pm	<p>Voxeo's Partner Strategy and What it Means to You</p> <p>Denny Adams <i>Voxeo Director of Channels</i></p>	

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3:45 pm - 4:15 pm Partner Spotlight
**10 minute introductions to 3 Voxeo
Luxe Sponsors**

4:15 pm - 5:30 pm Partner Spotlight
Summit Demo Lounge - Voxeo and Partners
Demo Exhibit, Palazzo F

6:15 pm Shuttle to Downtown Orlando
Shuttle leaves at 6:30 pm sharp
Meet at the JW Marriott
Main Hotel Lobby Entrance

7:00 pm - 11:00 pm Inside Voxeo
Party at the Plaza
Voxeo Corporate Headquarters,
Downtown Orlando

WEDNESDAY OCTOBER 12, 2011

8:30 am - 9:30 am Eat and Greet
Continental Breakfast- Palazzo E
Summit Demo Lounge Open

9:30 am - 10:15 am Inside Voxeo
**Voxeo Customer Obsession
and Using Net Promoter**
Amy Downs,
Voxeo *VP Customer Experience*

10:15 am - 11:15 am Keynote
**Guest Speaker Joseph Jaffe -
Flip the Funnel**

11:15 am - 11:30 am **Quick Break**

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	Business Tracks	Technical Tracks
11:30 am - 12:10 pm	Customer Case Studies ICR: How we helped a large Retailer exceed a KPI of 75% CyberSource: Creating Innovative IVR Solutions to Secure Payment Data.	Rayo Product Spotlight Jose de Castro, Voxeo Labs <i>Chief Architect</i>
12:10pm - 12:30 pm	Creating Competitive Advantage with Multi-channel Cutting costs, driving revenue and improving the Customer Experience Clayton Reed, Voxeo <i>SVP Global Sales</i>	The New HTML Standards Dan Burnett, Voxeo <i>Director Speech Technology</i>
12:30 pm - 1:45 pm	Lunch: DaVinci Lawn at the Ritz Carlton Summit Demo Lounge Open 1:00 pm - 1:45 pm	
1:45 pm - 2:20 pm	Voice Biometrics Panel Discussion Opus Research, Auraya Systems, CSIDENTITY, Leading Software, Voice Biometrics Group and VoiceVault	Building SMS Apps with SMSified (OneAPI) Learn how to use our simple yet powerful, standards-based API for sending and receiving text messages using regular phone numbers or short codes. Mark Headd, Voxeo <i>Sr. Developer Evangelist</i>
1:45 pm - 2:20 pm		Stuck with Legacy Apps? Significantly Speed Migration with New Conversion Tools for PeriPro, Edify and more. Jay Bolton, BlueFlame Industries/ARCA+ <i>CEO</i> Frank Tripi, IVS Tobias Goebel, Voxeo <i>Sr. Systems Engineer</i>

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	Business Tracks	Technical Tracks
2:20 pm - 2:45 pm	Product Insight Location Based Services John Amein, <i>Voxeo SVP Product Management</i>	Walkthrough: Creating a Prophecy Virtual Platform What is a Prophecy Virtual Platform? Using Prophecy documentation, you can create a virtual platform, set up server load-balancing and failover, and expose resources to applications in just a few easy steps... without writing a single line of code. Van Vanslette , <i>Voxeo Prophecy Documentation Lead</i>
2:45 pm - 3:00 pm	Quick Break	
3:00 pm - 3:30 pm	Building, Managing and Deploying the Global Cloud RJ Auburn, <i>Voxeo CTO</i>	Geeks Without Bounds (GWOBorg) is a not-for-profit alliance of hackers, coders and geeks united by the common goal of assisting communities in distress. Learn more, including how you can help. Johnny Diggz, <i>Voxeo Labs Chief Evangelist</i>
3:30 pm - 4:00 pm	Shoot Straight Product Feedback John Amein, <i>Voxeo SVP Product Management</i>	
6:00 pm - 9:00 pm	Dinner with Voxeo Execs at PRIMO, JW Marriott RSVP to summit@voxeo.com	



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