

BREAKOUT SESSIONS

MONDAY, MARCH 27

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	3:30 PM - 4:20 PM	4:30 PM - 5:20 PM	6:00 PM - 8:00 PM	
LAFITE BALLROOM	Breakfast			Lunch w/ Solutions Showcase						Reception w/ Solutions Showcase	
LATOUR BALLROOM		General Session		Motorola Team Communication – A Competitive Advantage Over Cellular PTT		Wave™ OnCloud – Extend your Portfolio with SaaS PTT		MOTOTRBO™ Capacity Max	Positioning Team Communications to IT		
MOUTON			Team Communication Solutions For Industrial Customers		MOTOTRBO™ Console Solutions		Security Solutions For Commerical Customers	MOTOTRBO™ Service Packages			
MARGAUX			Owners / Leadership Track (Lunch at 11:45 a.m. – 12:45 p.m.)								
LAFLEUR 1			US Federal Government – General Session	Addressing the New Administration							
LAFLEUR 2			Getting in the Door		Negotiating In Advance	Emergency CallWorks (ECW) & Digital Evidence Solution (DEMS) Update	Increasing Sales with SEO / SEM				
PETRUS			Effective Sales Tools; Focusing on Growth & Efficiency		APX™ Subscriber Solutions		ASTRO® 25 Solutions Infrastructure	The Key to Effective Digital Marketing Campaigns			
CHAMBERTIN						Marketing Consulting ONE ON ONE SESSIONS 12:00 p.m. – 2:00 p.m.					

COLOR LEGEND	MEALS & SOLUTIONS SHOWCASE & NETWORKING	SALES MANAGEMENT SESSION	OWNER/ LEADERSHIP TRACK	NETWORKING RECEPTION	GENERAL SESSION	SOLUTION SESSION	FEDERAL SESSION	SALES SKILLS SESSION	MARKETING & PROGRAM SESSION
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* Needed for Re-Certification

BREAKOUT SESSIONS

TUESDAY, MARCH 28

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 - 4:45 PM	4:45 PM - 6:15 PM
LAFITE BALLROOM	Breakfast				Lunch w/ Solutions Showcase					Cocktail Reception
LATOUR BALLROOM		Sales Management Session							General Session & Keynote	
MOUTON		MOTOTRBO™ Service Packages	Negotiating In Advance	Team Communication Solutions For Industrial Customers		MOTOTRBO™ Consoles	Security Solutions For Commerical Customers	Effective Tools Focusing On Growth & Efficiency		
MARGAUX					MOTOTRBO™ CapacityMax		Motorola Team Communication – A Competitive Advantage Over Cellular PTT	Wave™ OnCloud – Extend your portfolio with SaaS PTT		
LAFLEUR 1							Federal Government Guest Speaker	Force Protect		
LAFLEUR 2					Increasing Sales with SEO / SEM		ASTRO® 25 Solution Infrastructure			
PETRUS			Effective Sales Tools; Focusing on Growth & Efficiency	Emergency CallWorks (ECW) & Digital Evidence Solution (DEMS) Update		APX™ Subscriber Solutions	Getting in the Door			
CHAMBERTIN						Marketing Consulting ONE ON ONE SESSIONS 12:00 p.m. – 2:00 p.m.				

COLOR LEGEND	MEALS & SOLUTIONS SHOWCASE & NETWORKING	SALES MANAGEMENT SESSION	OWNER/ LEADERSHIP TRACK	NETWORKING RECEPTION	GENERAL SESSION	SOLUTION SESSION	FEDERAL SESSION	SALES SKILLS SESSION	MARKETING & PROGRAM SESSION
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TRACKS AND SESSIONS' DESCRIPTIONS

OWNER / LEADERSHIP TRACK

Audience: Owners/CEOs or other leadership positions

We are again hosting a track focused on the specific interests of Owners/CEOs. You will hear from Motorola Solutions leaders and industry experts on strategies designed to make your firm more profitable in 2017. Topics include planning the future of your business, positioning unified communications to IT and introduction to the new DSR development program.

SOLUTIONS SESSIONS

Get the latest information on our wide-ranging product portfolio for commercial and public safety markets. Go in-depth on Team Communications, MOTOTRBO and the new WAVE OnCloud Solution. Also, explore updates to the Digital Evidence Management Solutions, APX and ASTRO product lines. Unless otherwise noted, each session below will be 50 minutes and held Monday and Tuesday.

APX™ SUBSCRIBER SOLUTIONS

Audience: All sales and marketing staff

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

ASTRO® 25 SOLUTIONS – INFRASTRUCTURE

Audience: All sales and marketing staff

Explore what is new and exciting and will help you drive ASTRO sales and satisfy your customers.

We will take a closer look at our new, evolved MCC Console as well as features including, location services, fleet management, improved reliability, and data capabilities that are more robust than ever before.

EMERGENCY CALLWORKS AND DIGITAL EVIDENCE MANAGEMENT SOLUTION (DEMS) UPDATE

Audience: Sales and marketing staff focused on public safety markets

Experience an interactive session revolving around “how to win with Emergency CallWorks” and also get updates to the MR program that will equip you with the knowledge and tools to drive success in 2017! We will also provide the latest updates on our body worn camera offering including the latest capabilities, sales tools, and planned future innovations.

MOTOROLA TEAM COMMUNICATIONS – A COMPETITIVE ADVANTAGE OVER CELLULAR PTT (REQUIRED FOR PCR RE-CERTIFICATION)

Audience: Sales and marketing staff focused on commercial markets

Join us as we highlight the competitive advantages of land mobile radio (LMR) plus WAVE vs. push to talk over cellular solutions.

MOTOTRBO™ CAPACITY MAX (REQUIRED FOR PCR RE-CERTIFICATION)

Audience: Sales and marketing staff focused on commercial markets

See why Capacity Max is the most robust system technology in the commercial space. We will focus on the top competitive advantages of Capacity Max vs. other digital mobile radio (DMR) technologies.

MOTOTRBO™ CONSOLE SOLUTIONS

Audience: Sales and marketing staff focused on commercial markets.

Understand the key differentiators within the MOTOTRBO console portfolio including WAVE, SmartPTT, TRBONet and AVTEC. The session will include demonstrations and key features of each solution.

MOTOTRBO™ SERVICES PACKAGES

Audience: Sales and marketing staff focused on commercial markets.

We are dedicated to augmenting the services you offer with additional value-added capabilities to increase your service revenues. In this session, we will provide an overview of the latest MOTOTRBO infrastructure service packages that are available to support all conventional and trunked systems. You will learn the benefits of each package and the tools to sell these services. We will also discuss the availability of a dedicated Motorola Solutions technical support team to assist you with your everyday needs.

SALES MANAGEMENT SESSION - NEW!

Audience: Sales Management

If you manage salespeople, this is the session for you. We will be introducing insights and tools to recruit, interview, onboard, train, grow, develop, and keep a strong, smart selling salesforce in today's marketplace. Attendees will come away with a game plan for building and growing an outstanding sales team!

POSITIONING TEAM COMMUNICATIONS TO IT (REQUIRED FOR PCR RE-CERTIFICATION)

Audience: Sales and marketing staff focused on commercial markets

Effective selling means connecting differentiated solutions messaging with IT decision makers' priorities. In this session you will hear from a Motorola Solutions Team Communications messaging expert and a Gartner Unified Communications IT industry analyst for their perspectives. *(Note: Monday session only.)*

SECURITY SOLUTIONS FOR COMMERCIAL CUSTOMERS

Audience: Sales and marketing staff focused on commercial markets

Security is a critical need for all of our commercial customers and Team Communications is increasingly important for the IT staff at our customers. Get an update on our current security solutions and a sneak peek to the future.

TEAM COMMUNICATION SOLUTIONS FOR INDUSTRIAL CUSTOMERS

Audience: Sales and marketing staff focused on commercial markets

Discover how our solutions can significantly improve team communications with industrial customers in markets such as manufacturing, utilities and transportation and logistics. See exciting new solutions for the industrial internet of things (IIOT) and learn ways reliable/robust communications is a competitive advantage for Motorola Solutions.

WAVE ON-CLOUD™ – EXTEND YOUR PORTFOLIO WITH SAAS PTT (REQUIRED FOR PCR RE-CERTIFICATION)

Audience: Sales and marketing staff focused on commercial markets

Learn how WAVE OnCloud will augment your customers' existing radios with mobile interoperability to instantly, securely and reliably communicate among smartphones, web clients and radios for a low monthly fee across devices and networks. We will discuss features, benefits, market requirements, user personas, and how to position and sell this software as a service subscription.

TRACKS AND SESSIONS' DESCRIPTIONS

SALES SKILLS SESSIONS

Learn the skills you need for sales success during our sessions developed for frontline salespeople. Unless otherwise noted each session below will be 50 minutes and held Monday and Tuesday.

GETTING IN THE DOOR

Audience: Frontline salespeople

Start selling past the phone! This session will discuss proven methods for discovering enough customer interest to obtain an appointment.

NEGOTIATING IN ADVANCE

Audience: Frontline salespeople

Discover new ways to avoid last minute issues. In this session we will share ways to avoid bargaining away profits.

MARKETING AND SUPPORT PROGRAM SESSIONS

Drive demand for our solutions with our PartnerEmpower sales tools, tips to increase SEO & SEM, and the key strategies you need to implement in 2017 for more effective digital marketing campaigns. Unless otherwise noted, each session below will be 50 minutes and held Monday and Tuesday.

EFFECTIVE SALES TOOLS; FOCUSING ON GROWTH AND EFFICIENCY

Audience: All sales and marketing staff

Effective, easy-to-use tools will maximize your productivity and create more operational efficiency for every partner. In this session, we will discuss new tools for 2017 and enhancements to existing tools. We will share updates to partner-facing tools such as quoting tools, the Partner Central portal, the Sales View point of sale tool, new Above Price Book registration process, and the Opportunity Management tool. We also discuss the new Solution Finder and updated Partner Finder customer-facing tools.

INCREASING SALES WITH SEO/SEM

Audience: All sales and marketing staff

Learn local search best practices to drive more traffic to your website and increase your income. You'll gain tangible strategies and actionable take-aways to get your local SEO up and running. You'll learn how to select profitable keywords that generate phone calls, clicks and real customers; common local SEO mistakes + how to avoid them; how to get found in smartphone searches; and how to generate a measurable ROI from SEO while spending as little time as possible.

THE KEY TO EFFECTIVE DIGITAL MARKETING CAMPAIGNS

Audience: All sales and marketing staff

Technology will continue to deliver new ways for brands and customers to engage with each other, but customer preferences can change just as quickly. Digital marketers need an analytical approach and a commitment to staying current with technology to ensure results. This session will cover the essential strategies for developing a successful digital marketing campaign.

FEDERAL TRACK

Be well positioned to take advantage of new US Federal Market opportunities by attending the Federal Track. Learn ways to win more business in the new administration and get an update on our mission-critical unified communication solutions and more. Note each session below will be 50 minutes and held once on Monday or Tuesday.

U.S. FEDERAL GOVERNMENT GENERAL SESSION

Audience: Federal manufacturer representatives & resellers

Mark McNulty Vice President and General Manager of Motorola Solutions' U.S. Federal Government Markets Sales Division will review 2016 achievements. Mark will also discuss 2017 objectives, priorities, and areas of opportunity.

ADDRESSING THE NEW ADMINISTRATION

Audience: Federal manufacturer representatives & resellers

A look into the new presidential administration after the first 60 days in office. What is Motorola Solutions' outlook into the first year and beyond.

FORCE PROTECT

Audience: Federal manufacturer representatives & resellers

FORCE PROTECT is Motorola Solutions 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.

FEDERAL GOVERNMENT GUEST SPEAKER

Audience: Federal manufacturer representatives & resellers

Speaker to be announced at a later date.

GUEST SPEAKER, FED. GOVT. BREAKOUT SESSION

Richard Kaiser

Born and raised in Milwaukee Wisconsin, Rick joined the U.S. Navy at age 17. He served at SEAL Team Two from 1980 until 1985, specializing in winter warfare, combat diving, and sniping until he was elected for duty at Naval Special Warfare Development Group (NSWDG) in 1985.

In 1993, Rick received the Silver Star Medal for Valor during the Battle of Mogadishu (Black Hawk Down). He served at NSWDG, Rick acted as sniper explosives expert, lead training chief, sniper team leader, and Deputy Operations Officer.

Rick continues to serve his country and fellow SEALs by helping to educate others about this unique special operations force and further the Frogman heritage as the Executive Director of the National Navy UDT-SEAL Museum.