



## AGENDA

Wednesday - Friday | 6 - 8 April, 2016



### Andels Hotel

Landsberger Allee 106  
10369 Berlin

## Wednesday, 6<sup>th</sup> April

11:00 a.m. - 1:00 p.m.

### REGISTRATION OPENS

Main Foyer

1:00 p.m. - 2:00 p.m.

### EXHIBITION OPENS

2:00 p.m. - 2:15 p.m.

### BIG DOGS KICKOFF

Dean Tait, WW Strategic Accounts Director  
Saphir Ballroom

2:15 p.m. - 2:30 p.m.

### WELCOME

Nick Watson, VP EMEA Sales

2:30 p.m. - 3:15 p.m.

### THE REVOLUTION WILL NOT BE TELEVISIED

Dan Rabinovitsj, COO

3:15 p.m. - 3:45 p.m.

### NEW TRENDS IN THE CHANNEL

Mathew Ball, Principal Analyst Networking, Canalys

3:45 p.m. - 4:15 p.m.

### LIGHTING THE WAY TO SMART CITIES

Christoph Herzig, Head of Venture, Phillips

4:15 p.m. - 4:45 p.m.

### BREAK / EXHIBITION

4:45 p.m. - 5:15 p.m.

### THE DIGITAL ARENA EXPERIENCE: ACCORHOTEL ARENA

Guillaume Lairloup, CIO AccorHotels Arena

5:15 p.m. - 5:30 p.m.

### DAY ONE WRAP

Dean Tait, WW Strategic Accounts Director

6:30 p.m. - 6:45 p.m.

### DEPARTURE FOR EVENING EVENT

Buses will depart from Side Entrance of Hotel

7:00 p.m. to 10:00 p.m.

### WELCOME RECEPTION:

Löwenbräu, Am Gendarmenmarkt

**BUSES DEPART PROMPTLY @6:30 P.M.**





## AGENDA

Wednesday - Friday | 6 - 8 April, 2016



### Andels Hotel

Landsberger Allee 106  
10369 Berlin

## Thursday, 7<sup>th</sup> April

6:30 a.m. - 9:00 a.m.

### BREAKFAST

Restaurant Delight, 1<sup>st</sup> Floor

9:00 a.m. - 9:15 a.m.

### WELCOME BACK TO BIG DOGS!

Dean Tait, WW Strategic Accounts Director

9:15 a.m. - 9:45 a.m.

### BIG DOG MARKETING AT RUCKUS

Kash Shaikh, VP Global Marketing

Chris Mendoza, Sr. Director EMEA Marketing

9:45 a.m. - 10:30 a.m.

### DELIVERING SUCCESSFUL WI-FI SOLUTIONS

Steven Brodie, Director of Strategic Alliances,  
Juniper Networks

10:30 a.m. - 11:00 a.m.

### BREAK / EXHIBITION

11:00 a.m. - 11:30 a.m.

### OPENING NEW DOORS WITH CLOUDPATH

Abhi Maras, Product Manager

11:30 a.m. - 12:00 p.m.

### BROCADE AND RUCKUS INTEGRATED SOLUTIONS

Gunther Stenger, Director Systems Engineering EMEA  
Central, Brocade

12:00 p.m. - 1:00 p.m.

### LUNCH

Restaurant Delight, 1<sup>st</sup> Floor

1:00 p.m. - 3:15 p.m.

### BREAKOUTS

(You will have the opportunity to attend 3 breakouts. Sessions will repeat every 45 minutes)

1:00 p.m. - 1:45 p.m.

1:45 p.m. - 2:30 p.m.

2:30 p.m. - 3:15 p.m.

### BREAKOUT#1 EARNING TOP MARKS IN HIGHER EDUCATION

Rich Nedwich, Director Education

Opal, 1<sup>st</sup> Floor

### BREAKOUT#2 MAKING MONEY WITH RUCKUS HOSPITALITY & MDU SOLUTIONS

Patrick DeRoy, Director Hospitality

Jade, 1<sup>st</sup> Floor

### BREAKOUT#3 WINNING IN RETAIL WITH RUCKUS

Steve Wimsatt, Director Alliances

Topas, 1<sup>st</sup> Floor

### BREAKOUT#4 SMARTZONE DEEP DIVE

Marcus Burton, Product Manager

Amethyst, Ground Floor

3:30 p.m. - 6:30 p.m.

### OFFSITE ACTIVITIES

Trabi, Walking Tour, Grafitti or Brewery

7:30 p.m. to 10:30 p.m.

### AWARDS DINNER

Rubin Room, andel's Hotel, Basement Level





## AGENDA

Wednesday - Friday | 6 - 8 April, 2016



### Andels Hotel

Landsberger Allee 106  
10369 Berlin

## Friday, 8<sup>th</sup> April

6:30 a.m. - 8:30 a.m.

### BREAKFAST

Restaurant Delight, 1<sup>st</sup> Floor

8:30 a.m. - 8:45 a.m.

### WELCOME BACK

Dean Tait, WW Strategic Accounts Director

8:45 a.m. - 9:30 a.m.

### A VIEW FROM THE TOP

Selina Lo, President and CEO

9:30 a.m. - 10:15 a.m.

### PRODUCT ROADMAP

Greg Beach, VP Product Management

10:15 a.m. - 10:45 a.m.

### DAS CLOUD IS COMING!

Phal Nanda, Director Product Management

Mark Davis, Sr. Director, Product, Technical & Industry Marketing

10:45 a.m. - 11:15 a.m.

### BREAK / EXHIBITION

11:15 a.m. - 11:45 a.m.

### HOW TO SPOT LOCATION OPPORTUNITIES

Mark Davis, Sr. Director Product, Technical & Industry Marketing

Phal Nanda, Director Product Management

11:45 a.m. - 12:15 p.m.

### CHANNEL STRATEGY, PROGRAMS & ENABLEMENT UPDATE

Sandra Cheek, VP WW Partner Sales

12:15 p.m. - 1:00 p.m.

### FIRING LINE

Executive Team

1:00 p.m. - 1:15 p.m.

### CLOSING REMARKS

Nick Watson, VP EMEA Sales

1:15 p.m. - 2:00 p.m.

### LUNCH AND CLOSE OF EVENT

Restaurant Delight, 1<sup>st</sup> Floor

