

18th ANNUAL

Telecom Negotiation Conference

March 11-12, 2010 • Washington, D.C.

Conference Chairman



Hank Levine

Partner – Levine, Blaszak,
Block & Boothby LLP

Hank Levine and his colleagues – attorneys and procurement pros – have been at the bargaining table for well over 2,000 telecom deals with a total value of more than \$30 billion. Tap into their experience and put it to work for your company!

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A Blueprint for Your Enterprise's Network Services Procurements

- **Purge one-sided (and often outrageous) vendor boilerplate** from your contracts
- **Set realistic commitments and deal with the hidden gotchas** that will cripple your flexibility and cost you a fortune – even in so-called “no-commitment” deals
- **Craft contract clauses** – like all-important business downturn and transition language – **that work for you**, not just your vendor
- **Address your hot-button issues** at tightly focused breakout sessions

This is take-it-to-the-bank advice that is worth hundreds of thousands to your bottom line – and it's **backed by CCMI's exclusive 100% money-back satisfaction guarantee!**

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From the desk of **Hank Levine**, Telecom Negotiation Conference Chairman ...

Dear Telecommunications Professional,

As I write this note, the economy is showing signs of recovery – but it will be long and slow, and in the aftermath of the Great Recession we face a radically altered environment for enterprise network services procurements.

Wireless is now most likely more than one-third of your telecom spend, it is growing faster than anyone thought possible four or five years ago and managing it is a major challenge. Meanwhile, wireline vendors are boosting your prices to offset dramatic losses in residential markets (just take a look at the surcharges being added to your T-1 and T-3 access pipes!). And your CFO's push to lower costs will lead to even faster adoption of video conferencing, teleworking, cloud computing, offshore services and other product substitutions – accelerating trends that put enormous strains on your network and resources.

That's why I urge you to join me and your peers in Washington, D.C., this March to get the advice and guidance you need to win in the current landscape for network services procurement. A quick look at the agenda reveals session after session packed with the tips, tactics and techniques you need to be successful in this new environment.

I look forward to seeing you there.

Sincerely,



Hank Levine
Conference Chairman
Partner – Levine, Blaszak, Block & Boothby LLP

P.S. Save right away ... use our special early bird pricing and save \$500. That more than covers the cost of your hotel room for two nights!

FREE Pre-Conference DVD

You receive a FREE 90-minute DVD, *Inside Carrier Service Guides: A Primer for Telecom Negotiation*, with your paid registration.

Delivered by industry veteran Bill Goddard, this tutorial explains the history, buzzwords and jargon surrounding carrier service guides and then shows you how to navigate and understand these complex documents. You'll get a solid foundation that enables you to take full advantage of the in-depth presentations that Hank Levine and his panel have prepared for you!

Important Info

Save \$500 with Early Registration Discounts!

Save \$500 when you register by Jan. 15 – that more than covers the cost of your hotel room for two nights. Register between Jan. 16 and March 10 and you'll still save \$350. Register early and save!

Hotel Reservations

Marriott Washington
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202-872-1500

Discounted room rate: \$179/night

Reservation cut-off date: Feb. 17, 2010

Special Travel Discounts

United Airlines is offering *Telecom Negotiation Conference* attendees a special discounted rate. To take advantage of savings as much as 10% off published domestic fares, call World Travel at 888-602-6534 or United Airlines directly at 800-521-4041 and refer to file #582PV.

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We'll make sure you return to your office with the knowledge and skills that will cover your registration fee 10-fold. If you or your boss disagrees, we'll refund your entire registration fee. It's a no-risk opportunity to get strategies and tactics that ensure you negotiate money-saving contracts for your enterprise!

About the Organizers

The *Telecom Negotiation Conference* is organized by **CCMI** (Center for Communications Management Information) and *Voice Report*. **CCMI** the industry's leading provider of telecom rate and data information and applications. We are dedicated to delivering relevant highly specialized and strategically focused information in a timely fashion. For a complete listing of our events, go to www.ccmi.com/events.

CCMI publishes *Voice Report*, the nation's No. 1 independent source of telecom news and award-winning guidance on how to get the best rates, services and equipment for your shop. For more information on this complete telecom information service, go to www.TheVoiceReport.com.

Main Conference Agenda

Thursday – March 11

8 – 8:45 a.m. Registration and Coffee & Pastries

8:45 – 9:15 a.m.

Telecom Negotiations Gone Awry: Welcoming Remarks, Introductions and a Story

Hank Levine – *Levine, Blaszak, Block & Boothby LLP*

Overcommitted ... out of time ... plagued by vendor end-runs ... hear it all as Hank tees up the agenda and sets the tone for the conference with a compelling tale that calls out the pitfalls, roadblocks and missteps that you should – and now can and will – avoid.

9:15 – 10:15 a.m.

“The Government Made Me Do It:” Carrier Myths vs. How Regulation Really Affects Your Deal

Laura McDonald – *Levine, Blaszak, Block & Boothby LLP*

Carrier myths abound. “The FCC requires that we charge this fee” and “I can’t give you that; carriers are required to give all customers the same rates and terms” are two that you hear in just about every procurement. The fact is, these myths and others like them are often the result of the misrepresented and misunderstood legacy of telecom regulatory rules and statutes. Join Laura and find out how to respond to carrier legal claims and what the *real* ground rules are for your negotiation.

10:15 – 10:30 a.m. Refreshment Break & Exhibits

10:30 a.m. – Noon

Blueprint for a Successful Procurement: 7 First Steps

Andrew Brown – *Levine, Blaszak, Block & Boothby LLP*
Jack Deal & Larry York – *TechCaliber Consulting LLC*

A solid procurement plan delivers money-saving results. Sounds obvious – and simple – but there are dozens of moving parts, and often unforeseen problems, you must understand and address to develop a workable plan. Vendor “end-runs” are a constant threat ... commitment levels drive your leverage ... CIO and CFO expectations always loom ... and many more landmines can quickly disrupt your procurement. After this session, you’ll have a step-by-step blueprint that puts you on the road to success.

Noon – 1:15 p.m. Networking Lunch & Exhibits

1:15 – 2:30 p.m.

Blueprint for a Successful Procurement: Doing the Deal

Ellen Block – *Levine, Blaszak, Block & Boothby LLP*
Jack Deal & Ben Fox – *TechCaliber Consulting LLC*

Join Ellen, Jack and Ben as they pinpoint the roadblocks you must navigate to move from an RFP to a winning deal. Get your ducks in a row for a competitive procurement, including critical information, necessary resources, vendor expectations – and your own management’s buy-in to the process (e.g., no golf outings with the incumbent vendor until the deal’s signed). Find out what to include and what to exclude from an RFP, how to identify appropriate vendors and accurately evaluate their proposals and then lay the groundwork to document your deal. The road is littered with obstacles that can quickly derail you. Get prepared to spot and eliminate these traps with crystal-clear advice from pros who have seen them all.

2:30 – 3 p.m. Refreshment Break & Exhibits

3 – 4 p.m.

Contract Ts & Cs: Payment Terms & Commitments

Ellen Block & Hank Levine – *Levine, Blaszak, Block & Boothby LLP*
Larry York – *TechCaliber Consulting LLC*

Vendor contracts can transform what was a great deal into an unrecognizable hodgepodge of customer obligations, vendor disclaimers and bewildering contract clauses linked to the vendor’s ever-changing web-based service guides. But you can avoid this lethal cocktail and come out on top with the advice you get in this session. (And when you see the real-world examples our experts share with you, you won’t have a problem getting motivated!)

4 – 5 p.m.

Contract Ts & Cs: Implementation, Service & Operations

Hank Levine & Laura McDonald – *Levine, Blaszak, Block & Boothby LLP*
Ben Fox – *TechCaliber Consulting LLC*

A great contract protects your company for the life of the deal – that’s why it’s imperative that you address up front the key operational issues that invariably arise. But you have to know what thorny problems to address early to ensure that you get smooth network migration between otherwise uncooperative vendors, SLAs that have real teeth, effective account team management and sufficient time for ramp-up. These won’t be addressed in a way that meets your needs unless you insist, and know what to look for. This session delivers the advice you need to make your contract air tight on each and every critical issue.

5 – 6:30 p.m.

Networking Reception & Exhibits

Register Early & SAVE \$500! www.TelecomNegotiationConf.com

Friday – March 12

8 – 8:30 a.m. Coffee & Pastries

8:30 – 9:30 a.m.

MPLS Agreements in 2010

Marc Lindsey – *Levine, Blaszak, Block & Boothby LLP*
David Lee – *TechCaliber Consulting LLC*

MPLS is no longer headline news, and all of the major providers sell comparable MPLS services. But there are real differences among them that significantly affect enterprise user satisfaction. Deals that include carrier management of edge routers and switches are full of hidden gotchas, and global MPLS networks simply can't be procured the same way as U.S.-only networks. In this session, you learn current best practices to source MPLS services, so you take full advantage of technical and contract lessons from pros in the trenches and see how to structure your MPLS deal (including CoS and SLAs) to satisfy your company's application requirements without wasting money.

9:30 – 10:45 a.m.

Inside Wireless Deals: An Intro to Mobile Services Agreements

Kevin DiLallo – *Levine, Blaszak, Block & Boothby LLP*
Ben Fox – *TechCaliber Consulting LLC*

The rapid growth of largely unmanaged wireless spend caught many companies by surprise; now, smaller workforces and less travel are reducing usage and putting pressure on the commitments and rate structures of many wireless deals. Get a quick primer on wireless negotiation essentials and then tap into Kevin's and Ben's strategies and tactics that will protect your deal from economic turbulence (and find out why you should be especially concerned if you are a big AT&T Mobility user!).

10:45 – 11 a.m. Refreshment Break

11 a.m. – Noon

Lessons from the Great Recession

Hank Levine – *Levine, Blaszak, Block & Boothby LLP*
Larry York – *TechCaliber Consulting LLC*

Discover how to procure network services even when you don't have the time and money to issue an RFP, and find out how to get the most out of midterm rate reviews and contract extensions. In this all-new session on lessons learned from the recession, Hank and Larry share their tactics to survive (and maybe even do better) despite smaller staffs and budgets and a CFO who is always demanding more in the way of cost cuts.

Noon – 1:15 p.m. Networking Lunch

1:15 – 4:15 p.m. Breakout Sessions

	Track A	Track B
1:15 – 2:15 p.m.	Wireless Deals 201	The Status and Prospects of the Telecom Providers
2:15 – 3:15 p.m.	Managed Services for Data & Voice Equipment	Custom Intrastate and Local Deals: How to Negotiate with the LECs
3:15 – 4:15 p.m.	The Technologies You'll Be Installing This Year and Next	Global Telecom Procurements

1:15 – 2:15 p.m.

Track A – Wireless Deals 201

Kevin DiLallo – *Levine, Blaszak, Block & Boothby LLP*
Ben Fox – *TechCaliber Consulting LLC*

Build on the morning's wireless session with a deep dive into the challenges posed by mobility – 30% of the average company's total telecom spend! From commitments and early termination fees (a very contentious but solvable problem) to coverage and devices – including a must-have checklist of the 7 most important contract considerations – this is a can't-miss session for wireless-heavy enterprises.

Track B – The Status and Prospects of the Telecom Providers

David Rohde – *TechCaliber Consulting LLC*

One important – and often overlooked – part of any telecom procurement is the need to understand the financial and operational strengths and weaknesses of the vendors that compete for your business. Join David and get the latest scorecard on the short- and long-term financial outlook of the key players in the market. Understand how to optimize the scope of your procurements to dovetail with the telecom industry's changing structure – and get the inside news about the carriers that your colleagues and management will ask you about during and after your negotiations.

2:15 – 3:15 p.m.

Track A – Managed Services for Data & Voice Equipment

Joaquin Gamboa – *Levine, Blaszak, Block & Boothby LLP*
David Lee – *TechCaliber Consulting LLC*

Managed services offer the promise of lower operating costs at service levels equal to (or better than) those you enjoy now. But what you actually get can be very different if you don't have a solid grasp on the entire range of managed service options and, as importantly, how they are priced and delivered. Attend this fast-moving breakout and get up to speed on the ins and outs of managed services so that you can make the right decision for your company.

Track B – Custom Intrastate and Local Deals: How to Negotiate with the LECs

Kevin DiLallo & Janine Goodman – *Levine, Blaszak, Block & Boothby LLP*

After years in the Dark Ages, intrastate deals are now more mainstream than ever. And while the process and players still trail the more nimble wide-area market, you will leave money on the table if you don't take a hard look at the local services market. Kevin and Janine reveal the steps you must take to adjust your strategies and tactics to the reality of local deals so that you can get prices and terms better than the standard LEC offerings without tying yourself in knots.

3:15 – 4:15 p.m.

Track A – The Technologies You'll Be Installing This Year and Next

Joaquin Gamboa – *Levine, Blaszak, Block & Boothby LLP*
David Lee – *TechCaliber Consulting LLC*

It isn't enough to know what the new stuff is; you've got to know how to buy it. In this session Joaquin and David take you through the technology and the key contract issues raised by new technologies that are on the road from cutting edge to off the shelf, and offer the potential of major savings: carrier software as a service (SaaS) offerings, enterprise virtual data centers (VDCs), SIP trunking, carrier Ethernet and mobile application management.

Track B – Global Telecom Procurements

Mark Johnson – *Levine, Blaszak, Block & Boothby LLP*
Ben Fox – *TechCaliber Consulting LLC*

Global telecom deals are cousins of their U.S. counterparts, but they demand a different set of strategies, tactics – and expectations. Attend this session and leave with a realistic view of what you can and can't do when you apply your negotiation skills to wireline and wireless services that extend overseas.

4:15 p.m.

Conference Adjourns

Exhibit & Sponsorship Opportunities Available

Place your company, products and services in front of the forward-thinking and well qualified technology and communications specialists who attend the *Telecom Negotiation Conference* and are looking for your solutions. Specially created exhibit and sponsorship plans are available to help you make the most of your marketing efforts. Contact Ellen Crupi at ecrupi@ccmi.com or 301-229-6745 for details.

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YES! Sign me up for the *18th Annual Telecom Negotiation Conference*, March 11-12, 2010, in Washington, D.C.

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CANCELLATIONS AND SUBSTITUTIONS: Cancellations must be received in writing by Feb. 11, 2010, in order to receive a full refund. After this date, any cancellation will be subject to a \$250 cancellation charge, which may be applied to any future CCMI/*Voice Report* conference. Transfers and/or substitutions are permitted at any time. Please notify the conference registrar at 888-275-2264 x2 or registrar@ccmi.com as soon as transfers and substitutions are made. Registrants who do not cancel or do not attend are liable for the full registration fee.

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March 11-12, 2010 – Washington, D.C.

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President, Intechtelage Inc.

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3 proven take-aways that will save your enterprise thousands:

- **Cut through vendor smokescreens** and doubletalk – and understand exactly what can and can't be included in your deal
- **Inject healthy "competitive tension"** into your procurement process to ensure you have leverage
- **Avoid straightjacket clauses** that limit your ability to control and upgrade your technology

Look inside for even more real-world strategies that you'll take back to your office for even bigger savings on your next negotiation or contract restructure ...

www.TelecomNegotiationConf.com

WHO SHOULD ATTEND? **YOU!**

Thousands of your peers have benefited from the *Telecom Negotiation Conference*. Here just some of are the titles of the people who have attended:

- Billing manager & director
- Business planning specialist
- Carrier relations planner
- CEO/CIO/COO
- Commodity manager
- Communications analyst
- Contract manager
- Controller
- Corporate counsel
- Cost management manager & director
- Data communications manager & director
- Finance manager & director
- ISP business manager & director
- IT/technology manager & director
- Network services manager & director
- Operations manager
- President
- Purchasing/procurement manager & director
- Telecommunications manager & director