

## Convention October 20 – 23

Join us for the CAM-X Annual Convention as we celebrate our Diamond Anniversary with the theme "Polish Your Potential." This year, we're bringing you an array of insightful sessions, inspiring keynotes, and networking opportunities designed to help you shine in your profession. Below is the detailed agenda for the conference.

### Convention Attire: Business Casual

#### Agenda Highlights

##### Saturday, October 19

4:00 – 6:00 pm **Board Meeting**

##### Sunday, October 20

10:30 – 3:00 pm **The Desert Gem:** Pre-Conference Event: Desert Museum

12:00 – 4:00 pm **Setting the Jewel:** Exhibit Hall Set Up

6:00 – 8:00 pm **The Diamond Kickoff:** Convention Opening Reception

##### Monday, October 21

**7:00 am** **Walking in his Light, Forever Sparkling in our Hearts:**  
Memorial Morning walk for Michael Leibowitz

8:00 – 9:00 am **Shine Together:** Networking Breakfast Sponsored by:



9:00 – 9:10 am **Illuminating the Path:** Welcome and Opening Remarks President Leslie Wilson

9:10 – 10:30 am **Diamond in the Rough:** Opening Keynote: John Ratliff  
Building a business that will stand the test of time: How to find opportunity in uncertainty.



Sponsored by:

10:30 – 11:00 am **Gleaming Interlude:** Exhibitor Break

11:00– 12:00 pm **Shaping the Future Gem:** CAM-X Annual General Meeting & CAM-X Update

12:00 – 1:00 pm **Nourishing Sparkles:** Luncheon

1:00 – 1:10 pm **Polishing the Standard:** Address from Presenting Sponsor

## Dedicated People

- 1:10 – 2:10 pm **Diamond-Cut Practices:** KPI Panel with Dana Lloyd, Scott Lyons and Brad French: *Best practices from industry owners*
- 2:10 – 2:30 pm **Honouring Our Jewels:** Address from VIP Sponsors & Supporting sponsors  
**Amtelco, Enghouse, Call Shaper and Startel**
- 2:30 – 2:45 pm **Radiant Reflections:** Exhibitor Break
- 2:45 – 3:00 pm **Honouring Our Jewels:** Address from VIP Sponsors & Supporting sponsors  
**OnviSource, Zyra Talk and People Praise**
- 3:00 – 4:00 pm **Diamond Strength:** Disaster Preparedness: *Lessons learned from activating their Emergency Action plan.*
- 4:00 – 4:15 pm **Honouring Our Jewels:** Address from VIP Sponsors & Supporting sponsors  
**Bright Drop, SingleComm and Explora CS**
- 4:15 - 5:30 pm **A Sparkling Finish:** Wine & Beer with the Vendors

## Tuesday, October 22

- 7:00 am** **Walking in his Light, Forever Sparkling in our Hearts:**  
Memorial Morning walk for Michael Leibowitz
- 8:00 – 8:45 am **Shining Connections:** Networking Breakfast Sponsored by:



- 8:45 – 9:00 am **Diamond Greetings:** Welcome from ATSI President Brianna Burke
- 9:00 – 10:30 am **Cutting-Edge Innovation:** AI Futurist Session with Isaac Abbs, Greg Reffner & Shellie Plymale. Facilitator: Darren Prine: *A high-level overview of what AI really is, versus all the hype and hysteria. Then you will learn how to incorporate it into your business.*



- 10:30 – 11:00 am **Gleaming Interlude:** Exhibitor Break
- 11:00 am - 12:00 pm **Crafting Your Diamond:** Branding: More than a Logo with Ray Hiltz: *Learn to take Marketing to the next level, focusing more on connecting with people than selling to them*
- 12:00 – 1:15 pm **Savoring Brilliance:** Luncheon

- 1:15 – 2:15 pm      **Insights from the Core:** Greg Siefkin of Call Journey CI: *Conversational analytics / Root Cause Analytics – a session sharing how businesses are demanding a deeper level of employee and customer intelligence to improve CX experience and operational efficiencies.*
- 2:15 – 2:45 pm      **Radiant Reflections** Networking Break
- 2:45 – 4:30 pm      **Diamond Applications:** AI Panel: with panel members Allan Fromm, Ryan Ambs & Ken Goldenberg. Facilitator: Gary Pudles: *Practical integrations into our business today*
- 6:00 pm              **A Night of Diamonds:** Gala
- Attire: Resort Casual**

### Wednesday, October 23

- 9:30 am – 10:00 am    **Morning Sparkle:** Coffee Station & Continental Breakfast
- 10:00 – 11:00 am    **The Final Cut:** Closing Keynote: Robert Logan
- Fear, Failure & Kindness: Critical Keys to Long Term Success in Business (and in life)!

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Sponsored by:

- 11:00 – 12:00      **Polishing Insights:** Gary Pudles: *Best Ideas from Conference & Money-Making Ideas*
- 12:00 – 2:00 pm      **Diamonds of Excellence: Awards Luncheon – Convention Closing**
- Don't miss out on this unique opportunity to "Polish Your Potential" at our Diamond Anniversary celebration. We look forward to seeing you there!
- 2:30 – 3:30 pm      **Board Meeting**