

OPTIMUM BROADBAND STRATEGIES for Cities

Wi-Fi

WiMAX

Mesh

Fibre

Cable

Tuesday, June 23 & Wednesday, June 24, 2009 | The Holiday Inn Select Airport | Toronto, ON

Featuring insights from:



Mayor Adriano Alessandrini,
City of Segrate (Italy)



Lynn Willenbring,
CIO,
City of Minneapolis



Craig Stumpf,
Network Architect,
City of Mississauga



Nancy Flam,
Project Director,
Broadband for Rural Nova Scotia
Initiative

TAKE AWAY

7 Key Strategies On:

- 1 Sourcing Government Funding
- 2 Next Generation Applications
- 3 Viable Business Models
- 4 Optimizing Technology
- 5 Partnering Strategies
- 6 Spectrum Opportunities
- 7 Avoiding Obsolescence



Special Address on

Sourcing Government Funding –

Janet DiFrancesco,
Director-General Broadband,
Industry Canada

Source solutions from

8 leading case studies:

- | | |
|-------------------------------|------------------------------|
| 1 City of Segrate, Italy | 5 City of Minneapolis |
| 2 City of Appleton, Wisconsin | 6 City of Ottawa |
| 3 Province of Nova Scotia | 7 Washtenaw County, Michigan |
| 4 City of Mississauga | 8 City of Zaragoza, Spain |

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Build a robust business model, avoid obsolescence – deliver public safety and economic growth with an optimum broadband network!

Source government funding and take the next step towards joining the broadband communities of the future!

Broadband access ensures that your city operations function at their peak, your public safety needs are ensured, and your local communities remain thriving and competitive with access to necessary knowledge and communications infrastructure.

Learn how to benefit from newly available federal funding for broadband in the stimulus package! Your next step – this conference!

Take away 7 key strategies:

- 1 **Sourcing Government Funding** to help you deploy and maintain - *Special Address from Janet DiFrancesco, Director-General Broadband, Industry Canada*
- 2 **Next Generation Applications** that leverage your investment
- 3 **Viable Business Models** to move your city forward and stay on budget
- 4 **Optimizing Technology** to meet your unique needs
- 5 **Strategic Partnering** that champions your network plans
- 6 **Spectrum Opportunities** to expand and refine your operations
- 7 **Avoiding Obsolescence** with forward-thinking strategies

Source solutions from 8 leading case studies:

- 1 City of Segrate, **Italy**
- 2 City of Appleton, **Wisconsin**
- 3 Province of **Nova Scotia**
- 4 City of **Mississauga**
- 5 City of **Minneapolis**
- 6 City of **Ottawa**
- 7 Washtenaw County, **Michigan**
- 8 City of Zaragoza, **Spain**

Incomparable peer-to-peer networking opportunities:

You can't afford to miss this vital educational event, bringing together municipal leaders, service providers, equipment vendors, consultants, and non-profit groups from across the continent to update one another on how the broadband industry is moving forward. Multiply the value of your conference experience by sharing knowledge and strategies with your peers – worth the price of attendance on its own!

Don't Miss This Invaluable Learning Opportunity – Register Today!

This annual conference is one of our most sought-after events, drawing together leading municipalities and experts from around the world. Hundreds of cities have already benefited and are ready to come back for more. Call **1-866-298-9343** or email registrations@strategyinstitute.com today.

About This Conference:

Strategy Institute is proud to host the Optimum Broadband Strategies for Cities Summit! One of Canada's leading annual events on broadband for cities, it brings together thought leaders from North America as well as from around the world. This year's summit is projected to be the largest and most important in years on this topic.

This prestigious summit provides an exceptional learning opportunity for municipal IT Directors, Mayors, CIOs, Economic Development Directors/Managers, and others to build knowledge, enhance decision-making and refine their business judgment. In an exclusive setting, senior leaders connect with their peers and enjoy the rare opportunity to exchange ideas, best practices and insights.



To register call: 1-866-298-9343 • E-mail: registrations@strategyinstitute.com

This conference is specifically designed for:

Municipalities and Non-profit Groups/Broadband Co-operatives

Mayors, City Managers, CAOs, CIOs, IT Directors, Network Architects, Project Managers, Chief of Police/Fire, Presidents, CEOs and Executive Directors

- **Source Funding:** Learn about how to benefit from the federal funding options available to you
- **Innovate:** Lead the way with fresh approaches to enhance your city's operations
- **Capitalize on New Products and Technology:** Take advantage of the wealth of new applications and technology
- **Ensure Public Safety:** Effectively employ your broadband network to enhance public safety
- **Deliver Value to Citizens:** Improve quality of life for your local communities with public broadband provision

Internet Service Providers

Owners, CEOs, VP Business Development and VP Sales and Marketing

- **Form New Alliances:** Generate new contacts and collaborate with city leaders
- **Foster Innovation:** Take steps to keep broadband technology competitive
- **Profit from New Opportunities:** Get to know new opportunities and developments emerging from the ongoing technology revolution

Utilities, Schools, Health Care Facilities, Fire and Police Departments, and all other Public Institutions

- **Save Money:** Reduce costs with an effective broadband deployment
- **Improve Efficiency of Service Delivery:** Enhance operations with the benefits of a broadband network
- **Optimize Technology Solutions:** Find the best technology fit for your organization
- **Develop Successful Partnering Strategies:** Learn what has worked and take home ready-to-use partnering strategies

Equipment Vendors and Applications/Service Providers

VP Business Development, VP Sales and Marketing, and VP Product Development

- **Network with Key Decision-Makers:** Identify new opportunities and trends developing from the ongoing changes
- **Be Where the Action Is:** Hear insightful presentations from the most successful initiatives across North America
- **Drive Advancement:** Have the potential of your products realized and benefit from new opportunities



Ensure Your Leadership With a Customized Sponsorship/Exhibit Package

By sponsoring this annual event, you can showcase your company as an industry leader. Ensure your presence is known – be visible at this premier event! Select sponsorship packages are still available. To learn more, contact **George Pollard** at 1-866-298-9343 ext. 272, or pollard@strategyinstitute.com.

Attendees from our past telecom conferences:

“Really interesting to have different perspectives (large companies, government, and municipalities)”

Melanie Potvin, *Spectrum Engineer, Industry Canada*

“It has been an excellent collection of information discussions; it has raised significant questions and provided insight into approaches for the future of this space”

Chris Knowles, *Manager IT, District of Mission*

“An enormous amount of high quality knowledge transfer”

Gavin Clark, *IT Manager, City of North Vancouver*

“Your conference helped me better understand a rapidly changing, complex topic”

Brad Emond, *ITS Administrator, City of Grande Prairie*

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Tuesday, June 23, 2009

DAY ONE

7:30 AM Registration & Continental Breakfast

8:15 AM Understanding Broadband Networks: Matching Technology Choices (Wi-Fi, WiMAX, Mesh, Fibre, Cable, Microwave, Satellite, and more) with Stakeholder Needs

This session offers a primer on the purpose of a broadband network, what the available technology choices have to offer, and the benefits your network will bring to the various groups affected: city operations, police and fire departments, education, health care, local businesses, and local communities.

- Tangible benefits of going broadband: public safety, communications, business development, and more
- Knowing the range of options available to you – both rural and urban deployments
- Making the business case
- How it affects the end user

Get a crucial overview of the significant benefits of a broadband deployment at this high-level opening session.



Craig Settles,
President
Successful.com

Internationally recognized industry analyst and leading broadband business strategist featured on CNN, Wall Street Journal, New York Times and Time Magazine

9:15 AM New Government Funding for Broadband Deployment: What the Government of Canada Stimulus Package Will Mean for You

This session provides a look at the key elements of the broadband funding initiative in the federal budget, what implications it will have for municipalities, and how funding for local broadband development programs will be distributed. Hear from Industry Canada:

- What is in the stimulus package
- How the program will be implemented
- The role municipalities can play

This session provides take-home insight into how the new federal broadband initiative will work and how the new spending may impact your municipality.



Janet DiFrancesco,
Director General Broadband,
Industry Canada

10:00 AM Mid-Morning Networking Break

Interact with conference speakers and fellow attendees.



For years, **Strategy Institute** has been a proud facilitator of information sharing for the public sector. We strive to strengthen the foundation of Canada's broadband economy through regular events that provide practical solutions to the challenges of implementing and operating broadband networks for municipalities, ISPs, and other stakeholders.

Our aim is to provide IT Directors, Mayors, CIOs, and all other relevant actors with the knowledge and tools they need to make the most of broadband technology.

10:30 AM International case study: Segrate, Italy 

Providing low or no-cost Internet access for your constituents with a wireless infrastructure deployment can benefit the community by making government more efficient, enhancing public safety and spurring economic development. This session helps you determine if wireless broadband is a good fit for your community and what you should consider while assessing costs and benefits by considering the Segrate example.

- Identifying the basic foundation of the business case for wireless
- Creating the business plan based on stakeholder input
- Calculating estimated budget and defining the marketing plan
- Assess returns on investment – it's about more than money

Learn what factors to consider in your analysis of how this technology can affect your various constituent groups with an insightful case study.



Mayor Adriano Alessandrini
City of Segrate, Italy

11:15 AM Building Next Generation Networks to Drive Community Growth and Prosperity

Real broadband access enables a new category of services for governments, health care facilities, business sectors and at home. High capacity data applications will provide the necessary edge for future-proofing your municipality and its public and private institutions. This session examines solutions provided by Axia, a global leader in the provision of Next Generation Networks:

- Examining three case studies: Alberta, Singapore and France
- The 'no-conflict' Open Access Network model
- Understanding and bridging the digital divide

Attend this session led by a global leader in the provision of IP networks and see what Next Generation Networks can offer your community!

Tim Scott,
Global Business Development
Axia NetMedia Corporation

12:00 PM Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

1:30 PM Making the business case: New developments in the search for a viable wireless deployment model

New ideas and ways of approaching municipal wireless deployments are necessary to build a lucrative and effective network. Learn first-hand how to set out on the deployment process on the right foot and maintain a successful network.

- Design, validation and verification of the business case
- Successful case studies of municipal wireless networks
- The characteristics of an effective deployment

Develop a robust and airtight business case for your wireless network with clear take-home strategies.



Lynn Willenbring, CIO
City of Minneapolis,
Minnesota

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2:15 PM **Generating the necessary revenue with your wireless network: How cities can defray costs with new business models**

There are multiple viable business models for putting your wireless network to commercial use in order to finance and defray costs. This session looks at some successful initiatives, which serve as models for Canadian municipalities.

- Engaging local businesses
- Monetizing available bandwidth
- Ensuring long-term viability by taking economic realities into account
- Shortcomings in older business models for municipal wireless

Determine how you can underwrite the costs of deploying and operating a wireless network with forward-thinking strategies to defray costs.



Craig Stumpf,
Network Architect
City of Mississauga

3:00 PM Mid-Afternoon Networking Break

Continue the discussion with your peers while enjoying a refreshing break.

3:30 PM **Making the business case for rural broadband: Benefiting underserved municipalities**

Providing backhaul is one of the early uses of wireless broadband technologies. For rural municipalities, it is imperative to know how this new standard will affect their connectedness, affect economic growth and enhance access to vital information sources for remote regions. Looking at successful business models is a vital first step.

- Examples of implementation
- What the developing grid will offer rural areas
- Securing funding
- Is it worthwhile to invest early?
- Report card on ISPs



Bill Macdonald,
VP Products and Services
Barrett Xplore Inc. (BXI)

4:15 PM **Economic development opportunities created by broadband networks: Stimulating operational efficiency, enhancing competitiveness and improving governance**

Presenting a strong business case for deployment of a broadband network involves understanding and communicating the tangible economic development opportunities created by your network. This case study format session provides some key examples of how you can create growth potential in your city and make a strong business case for broadband.

- Demonstrating the case with the relevant data
- Showing tangible outcomes from empirical evidence
- Aiding your community's long-term prosperity

Learn why economic development is a key component of your broadband business case and take home usable strategies to present the tangible benefits to stakeholders.



Chris Cope,
Economic Development Consultant
City of Ottawa

5:00 PM Conference Adjourns To Day Two



Evening Social Activities... A number of social activities will be arranged for the evening of day one - bring our business cards and interact with your peers!***

Wednesday, June 24, 2009

DAY TWO

7:30 AM Registration & Continental Breakfast

8:20 AM Day One Recap From The Chair

8:30 AM **How to measure the success of collaborative technology ventures: Establishing benchmarks, responsibilities and cost sharing models to ensure continuous levels of high performance**

This session provides real world examples of how to develop and sustain the collaborative, multi-jurisdictional use of technology. A case study will be presented on how seven governmental and educational jurisdictions came together to mutually implement technologies that serve each individually. Available shared resources are identified as ways to minimize overall implementation and maintenance costs, and performance benchmarks are discussed to ensure continued growth.

Successful methods of implementing a regional wireless project will be discussed. Some key implementation factors are considered:

- Coverage
- Designating responsibilities
- Reliability
- Cost sharing models
- Sustainability

Develop your own system of collaboration and maximize the use of shared resources by learning how to integrate the need to increase technology, reduce costs and yet retain autonomy in your network at this key session.



Scott Liske,
Director of Technology Services
City of Appleton, Wisconsin

9:15 AM **International Case Study: Zaragoza, Spain Creating a Low or No-cost 'Digital District' for Your Constituents With a Broadband Infrastructure Deployment**

Examine ways to benefit your community by making government more efficient, enhancing public safety and spurring economic development. This session helps you determine if broadband is a good fit for your community and what you should consider while assessing costs and benefits by considering the Zaragoza example.

- Presentation of Milla Digital: a "fully connected" district to act as a living lab for new telecom (wireless and wired) services and for digital media
- Impact of regulation and Service providers financial situation on the business model
- Identifying the basic foundation of the business case for wireless
- Creating the business plan based on stakeholder input

Learn how a 'digital district' can impact your various constituent groups with an insightful international case study.

Daniel Sarasa Funes, *Telecom Program Manager, City of Zaragoza (Spain)*

10:00 AM Mid-Morning Networking Break

Interact with conference speakers and fellow attendees.

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10:30 AM **Examining Mobile Technology to Serve Rural and Underserved Markets**

While wired broadband and fixed wireless solutions have generally been viewed as the primary solution to under-connectedness in rural Canada, an alternative which deserves close examination is using mobile broadband technology to provide connectivity. This session will provide some arguments on why mobile broadband may prove equally if not more effective:

- Determining cost efficiencies: is mobile broadband ultimately cheaper?
- Understanding what the big telcos are planning in this area
- Opportunities for network integration

Hear from one of Canada's leading rural broadband service providers on the benefits of mobile broadband and what the future holds in this exciting area.



David Robinson,
VP New Business Planning,
Rogers Wireless Partnership

11:15 AM **Broadband access in public spaces: Improving community connectedness, efficiency, and satisfaction with your local government**

Public wireless access provides an excellent showcase for the capabilities of wireless broadband. With systems up and running across Canada and elsewhere, this session takes a look at one of the areas in which wireless broadband can make a huge difference for inhabitants of your city.

- Equipping public transit services
- Working with your Parks and Recreation department
- Achieving ubiquitous service

Bring the community into the fold and learn how your wireless network can provide cutting-edge service at this session.



Bob Tunis,
Economic Development Director
City of Sanford, Florida

12:00 PM **Networking Luncheon**

Compare notes with your colleagues and conference faculty over a relaxing lunch.

1:30 AM **How to Develop Broadband Networks in Partnership with Communities**

This session presents the different models of partnership that can be developed with communities from subsidizing network providers to the creation of a Private Public Partnership including outsourcing the services or equipment owned by the community. The advantages and disadvantages of each of these solutions will be presented with real-world examples of communities that have deployed these different models.

- Examining the sustainability of the network and the quality of service, both for the technical performance as well as administrative and technical support
- Examples of costs/benefits for different projects that have already been deployed and in operation for many years



Robert Proulx,
président,
Xittel telecommunication

2:15 PM **Public private people partnership: Developing a viable PPP model**

For municipalities, collaborating with an ISP and other levels of government is a viable option to bring wireless technology to its further reaches. This case study examines one of the leading examples of such an arrangement in Canada and the U.S., providing take-home strategies for municipalities to implement when working with other levels of government.

- Developing a viable relationship with your private sector partner and local communities
- Challenges of this model
- Examining feasibility in your municipality: weighing cost and benefit

Take a close look at one proven method to provide wireless capability in your area and present a strong business case to City Council with this results-driven session.



Nancy Flam,
Project Director
Broadband for Rural Nova Scotia Initiative

3:00 PM **Mid-Afternoon Networking Break**

Continue the discussion with your peers while enjoying a refreshing break.

3:30 PM **Ensuring community engagement with your wireless network: Increase community support and long-term viability**

When making the business case for wireless, one important area to emphasize is the impact on community and the role that community-based organizations can play in supporting and ensuring accessibility of wireless broadband infrastructure. This session looks at some crucial concerns regarding access and provides ideas on bringing your local community into the wireless fold.

- Models of public engagement and best practices learned from successful participation
- The potential of public participation in information infrastructure development
- How sound governance can enable broader access

Take away key information on maximizing the community benefits of a wireless broadband deployment.



Dr. Andrew Clement,
Professor
**Faculty of Information Studies,
University of Toronto**



Dr. Catherine Middleton,
Associate Professor
**School of Information Technology
Management, Ryerson University**

4:15 PM **Network integration: Learn to fully utilize existing networks (Fibre, Wi-Fi, Mesh, Microwave, 3G, WiMAX) and achieve efficiency gains**

When operating multiple networks at once (e.g., Wi-Fi and WiMAX), there are valuable opportunities but also inherent complications in getting them to function together. This session provides some practically informed solutions that will enable you to maximize your network's capabilities and enjoy the productivity and efficiency improvements this offers.

Add a valuable tool to your wireless kit with leading proven-on-the-ground integration strategies presented at this session.

Joe Fournier
WISELAB, Communications Research Centre Canada

5:00 PM **Conference Adjourns**



Thursday, June 25, 2009

POST-CONFERENCE WORKSHOPS

Our Venue:

The Holiday Inn Select Airport



The Holiday Inn Select Airport welcomes our delegates with its convenient location, newly redecorated rooms and complimentary Internet access. With double-paned windows making for an ultra-quiet room, you'll be sure to get a good night's rest for the conference. If you're arriving via the airport, we encourage you to hop on the Holiday Inn's complimentary airport shuttle.

Call before June 1st and mention Strategy Institute to book your room and receive our conference rate of **\$145/night** plus taxes.

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Workshop A: 9:00 AM – 12:00 PM

Preparing an RFP: Achieving the results you want

For municipalities looking at a wireless network for the first time, the early challenges are mainly in presenting a business case that highlights the pluses and explains the costs involved in relation to the potential for efficiencies, scalability, and safety, among other benefits. Following this is the challenge of tailoring your RFP to your unique needs and capabilities.

Doing so in an adverse economic climate is an even stiffer challenge, yet the ultimate payoff of a successful wireless deployment can more than make the case. This workshop will take you through the process of preparing an RFP and answer your most urgent questions, leaving you ready to take the successes of wireless networks elsewhere and bring them to your municipality!

Learn five key aspects of the process and tap into the broad expertise of our workshop facilitator.



Stanley M. Makuch,
Partner
Cassels Brock

Workshop B: 1:00 PM – 4:00 PM

Developing a strong business case in order to secure government funding for your broadband deployment plans

Newly announced federal funding for broadband deployments in rural/under-served regions presents a significant opportunity for Canadian municipalities to bring the benefits of a high-speed wired or wireless network to their communities. However, it is essential to have a firm grasp of the procedure of applying for funds, presenting a viable and convincing business case and ensuring that all the necessary details of application are taken care of in a timely and efficient manner.

This workshop takes a step-by-step approach to securing government grant funding by analyzing the process, the requirements, what Industry Canada is looking for, how to present your case convincingly, and all other crucial aspects of your application.

Attend and gain five key strategies that will comprehensively prepare you to secure funding and make our broadband vision a reality.



Stéphane Gallant,
Director of Operations,
NEOnet Inc.

NEOnet Inc. is Northeastern Ontario's not-for-profit ICT development organization, mandated to facilitate private and public sector partnerships that will result in better telecommunications infrastructure and ICT-related services in the region, and to promote the development and innovative application of technology.



To register call: 1-866-298-9343 • E-mail: registrations@strategyinstitute.com



OPTIMUM BROADBAND STRATEGIES for Cities

8 Case Studies
Sharing Best Practices

Wi-Fi | WiMAX | Mesh | Fibre | Cable

Tuesday, June 23 & Wednesday, June 24, 2009 | The Holiday Inn Select Airport | Toronto, ON

ATTENTION MAILROOM: if undeliverable, please forward to:
CIO, CAO, Director IT Networks, Director Information Systems,
Wireless Project Manager



VIP Code:

Please register this person for: **Optimum Broadband Strategies for Cities**

Why You Should Attend:

- 1 Sourcing Government Funding
- 2 Next Generation Applications
- 3 Viable Business Models
- 4 Optimizing Technology
- 5 Partnering Strategies
- 6 Spectrum Opportunities
- 7 Avoiding Obsolescence

How to Register:

- E-Mail:**
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Toronto, Ontario M5V 3A8

Regular Investment: This rate applies to industry suppliers and service providers including equipment vendors, application/software providers, distributors/VARs, consultants and analysts. Please abide by the pricing structure as this subsidizes the public sector in their attendance. Strategy Institute reviews all registrations and reserves the right to determine special pricing privileges. Payment is required in advance and can be made by company check, VISA, MasterCard, or American Express. Please make checks payable to the Strategy Institute Inc. and write the registrant's name on the face of the check. **We ask delegates to stay at the Holiday Inn Select Airport to enjoy exclusive networking and pre-arranged social activities.**

Municipality/Government/NGO/ISP:

To be eligible for special pricing, you must work directly for a government institution, ISP, municipality, university, hospital, or other not-for-profit organization. Strategy Institute reviews all registrations and reserves the right to determine special pricing privileges.

Group Discount: A Group Discount is being offered for this conference. To be eligible for the GROUP DISCOUNT, delegates must register at the same time. The total discount per delegate (including applicable group discounts, etc.) must not exceed 25% of the conference cost.

Cancellations: Cancellations must be received in writing by June 10th, 2009. Cancellations received by this date will be eligible for a prompt refund less a \$495.00 administration fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

****Evening Social Activities:** You are responsible for own consumption costs.

CONFERENCE CODE: **109019**

1 CONFERENCE PRICING

	Gov't/ISP Investment	Regular Investment
Conference ONLY	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1,695
Conference + 1 Workshop	<input type="checkbox"/> \$1,295	<input type="checkbox"/> \$1,995
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Workshop ONLY	<input type="checkbox"/> \$395	<input type="checkbox"/> \$395

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