



EVENT PREVIEW GUIDE

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# AVAYA ENGAGE®

JANUARY 28 - 31, 2018  
**NEW ORLEANS, LA**

Presented by:

**AVAYA** &  **IAUG**  
INTERNATIONAL AVAYA USERS GROUP



## THE PREMIER AVAYA USER EVENT FOR THE FUTURE OF COMMUNICATIONS AND DIGITAL TRANSFORMATION

The Avaya and IAUG partnership brings you the best user event ever: Avaya ENGAGE! Join top experts from across the entire Avaya ecosystem for in-depth learning, enlightening keynotes and unparalleled peer networking.

Connect with over 3,000 Avaya users, speakers, partners and executives this January in New Orleans to kick off the start of a successful and productive 2018.

This conference brings the content and speakers from every Avaya event together under one roof, maximizing your productivity and training dollar investments.



### REGISTRATION

Visit the [registration page](#) for pricing and more information on how you can join us in New Orleans.



### TRAVEL INFORMATION

Avaya ENGAGE begins at 1:00 p.m. on Sunday, January 28, so plan to arrive in plenty of time to get ready for an intense learning experience. The closing party will wrap up at 9:00 p.m. on Wednesday, January 31.

Book your hotel and return flight accordingly.



### HOTEL INFORMATION

The official hotels of Avaya ENGAGE are the Marriott, Marriott JW, and Sheraton. All conference activities will take place at the Morial Convention Center, shuttles will be provided to and from hotels to the convention center.



### NETWORKING

Take part in over 10 hours of networking at Avaya ENGAGE. Here are just a few of the opportunities to meet old friends, make new contacts and learn from your peers.

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*SUNDAY, JANUARY 28<sup>TH</sup>*

*Avaya Appreciation Welcome Party*

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*MONDAY, JANUARY 29<sup>TH</sup>*

*Solution Expo Opening Reception*

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*Tuesday, January 30<sup>th</sup>*

*ENGAGE in The Big Easy Solutions Expo Event*

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*WEDNESDAY, JANUARY 31<sup>ST</sup>*

*IAUG Closing Party - House of Blues*



Register at [www.avaya.com/avayaengage](http://www.avaya.com/avayaengage)  
with discount code **LetsGoEngage** to save **\$50.**



## WELCOME TO THE CONNECTED WORLD: YOUR ADVENTURE AT AVAYA ENGAGE

Avaya ENGAGE offers a variety of session types and lengths to best cater to different learning styles. Join our subject matter experts as they dive into relevant hot topic tracks with a focus on emerging technologies.

### Identify Your Area of Interest

- Digital Transformation and Innovation
- Business Strategies
- Customer Engagement
- Team Engagement
- Analytics Engagement & Automation
- Developer Engagement
- Services Solutions & Management Tools
- Security & Networks
- Midmarket / IP Office

### Which Organization Size Applies to You?

Enterprise or Midmarket

### What Are You Hoping to Learn More About?

- BYOD
- ROI
- Cloud
- Security
- Mobility
- SIP

### Connect With Like-Minded Peers

- Business Leader/Decision Maker
- Developer/Architect
- Customer Care/  
Contact Center Staff & Leaders
- CxO
- IT Manager

### Hot Sessions

- Customer Journey Analytics: Asking Questions and Making Predictions Beyond the Contact Center
- A CMO Perspective: Digitally Transforming the Customer Experience
- Business Strategies Driving Digital Transformation in Public Clouds; Avaya + AWS
- The Future of Customer Service: Enabling New Technology via Avaya Breeze and Oceana Applications
- Connected IoT: Breeze-Based Communications Integration in the World of IoT
- Beyond the Hype: Why Artificial Intelligence Will Drive Customer Engagement Opportunities



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## KEYNOTE SPEAKERS



**JIM CHIRICO**  
President and CEO, Avaya



**LAURENT PHILONENKO**  
Sr. VP and General Manager of  
Solutions and Technology, Avaya



**JEAN TURGEON**  
VP and Chief Technologist, Avaya



**MERCER ROWE**  
Senior Vice President and  
General Manager Cloud, Avaya



**PATRICK O'MALLEY**  
Senior Vice President and  
Chief Financial Officer



**NIKOS NIKOLOPOULOS**  
Senior Vice President, Strategy and  
Corporate Development, Avaya



**JIM GEARY**  
Senior Vice President, US Sales



**KAREN HARDY**  
VP, Product Marketing  
and Solutions, Avaya



**YOGEN PATEL**  
VP & General Manager,  
Solutions and Technology



**VICTOR BOHNERT**  
Executive Director, IAUG



**BRENDA EMERSON**  
Chief Information Officer,  
Landmark Bank and President, IAUG



**JOSH LINKNER**  
Tech Entrepreneur, Venture Capitalist  
and New York Times Best Seller



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## ROOTS OF MUSIC - KEEPING THE BEAT

This year Avaya and IAUG have teamed up to raise money for Roots of Music. Roots of Music provides music history and theory as well as instrumental instruction and ensemble performance preparation. They serve kids ages 9-14 from low-income households, and provide our students with hot meals and round-trip transportation to reduce common barriers to participation. Five days a week, 12 months a year, the program delivers over 2,500 hours of music education and other academic tutoring, over 30,400 nutritious hot meals, 1,400 bus journeys, and supplies over 150 instruments for student use. *We look forward to fundraising with you!*

## PRE-CONFERENCE WORKSHOPS

Half-day workshops take place on Sunday and are offered at an additional fee of \$300. Workshops can be added during or after the registration process.

### Workshops

- TAKE VECTORING TO THE NEXT LEVEL
- BREEZE™ FUNDAMENTALS
- SYSTEM/SESSION MANAGER ADMIN – BEST PRACTICES
- AVAYA VANTAGE™ DEVICE CUSTOMIZATION
- ZANG™ CLOUD DEVELOPMENT FOR NON-PROGRAMMERS

## CONTINUING EDUCATION (CEU) SESSIONS

IAUG is pleased to partner with the University of Wisconsin – Stevens Point to provide CEU credits for those who have completed a minimum of 10 hours of training at the 2018 conference. Excluding the half-day workshop opportunities, CEU sessions are included in the cost of conference registration.



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## CUSTOMER CONNECTIONS

Hosted by Avaya Partners, these sessions provide attendees with education focused on customer case studies that contain new or upgraded solutions and implementations.

## SESSION RECORDINGS

Avaya ENGAGE will feature over 50 hours of educational content. Add the Session Recordings package to your registration at the discounted price of \$50.

## MAKE CONNECTIONS WITH THE TOP MINDS IN THE AVAYA ECOSYSTEM



Healthcare — <b>13%</b>	Wholesale — <b>4%</b>
Government — <b>10%</b>	Utilities — <b>3%</b>
Education — <b>10%</b>	Travel — <b>3%</b>
Financial Services — <b>9%</b>	Distributor — <b>2%</b>
Insurance — <b>7%</b>	Transportation — <b>2%</b>
Consulting — <b>6%</b>	Pharmaceuticals — <b>1%</b>
Manufacturing — <b>6%</b>	

**97%** of past attendees would recommend Avaya ENGAGE to a colleague



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## SPONSORS

Thanks to all of our 2018 sponsors!\*

DIAMOND				
GOLD				
				
SILVER				
				
				

\*As of December 29<sup>th</sup>, 2017



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