

# The Inter-Company Telepresence and Videoconferencing Conference and Working Group

A conference and working group for organizations looking to leverage their investments in telepresence and videoconferencing to connect with partners, vendors, and customers. The program is hosted by The Human Productivity Lab who recently published The Inter-Company Telepresence and Videoconferencing Handbook and The Inter-Company Telepresence and Videoconferencing Exchange Review.

The conference picks up where the handbook left off with even more detailed information on how your organization can create an inter-company telepresence and videoconferencing program. Learn how to cut costs, improve individual and organizational productivity, accelerate time-to-market advantage, and create a disaster recovery capability should war, terrorism, economic collapse, or a public health emergency limit your ability to do business effectively using physical travel.

If you and your partners are interested in creating a program for training, certification, or real-time collaboration then this is the conference for you. Bring your partners and enjoy private break-out sessions where you can enjoy focused, productive time creating your own program.

## Conference

How to leverage your investment in telepresence and videoconferencing to connect with partners, vendors, and customers to reduce the shared costs of the relationships, improve productivity, and do business during a crisis.

## Who Should Attend:

- Telepresence Managers
- Videoconferencing Managers
- Certification / Trainers
- Chief Information Officers
- Chief Technology Officers
- Chief Learning Officers
- Chief Collaboration Officers
- Chief Productivity Officers
- Research & Development
- Corporate Travel Managers
- Supply Chain Managers
- Customer Support Managers

## Working Group

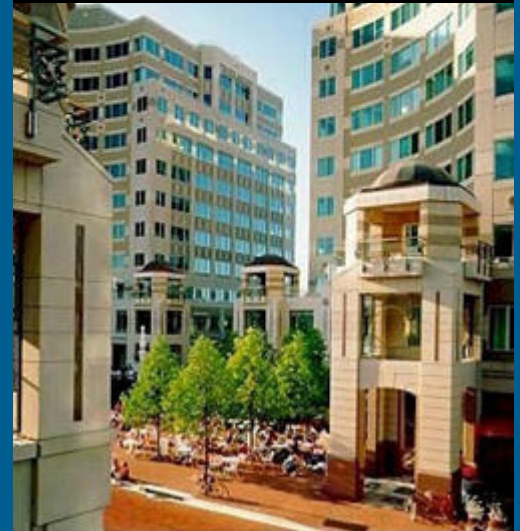
Don't just come yourself. Bring your partners, vendors, and customers for highly productive private break-out sessions focused on setting up your own program.

## Topics Include:

- Connecting with Partners, Vendors, and Customers
- Estimating, Measuring, and Tracking ROI
- Telepresence and Videoconferencing Interoperability
- Operational Best Practices
- Collaborating on Data and Physical Objects
- Understanding & Overcoming Technical Obstacles
- IP Security Between Disparate Networks/Organizations



Follow the address below  
to register online for the event.  
[telepresenceoptions.com/conference](http://telepresenceoptions.com/conference)



Thursday April 22nd, 2010  
Reston, Virginia

## The Agenda

Wednesday Evening  
April 21st

7:00 PM - Dinner for Early Arrivals - Optional - Economics: Dutch Treat  
Jackson's Mighty Fine Food & Lucky Lounge - Reston Town Center  
11927 Democracy Drive, Reston, Virginia 20191 - +1 (703) 437- 0800

## Thursday, April 22nd, 2010

### 8:00 - 9:00 AM

Registration, Buffet Breakfast & Networking

### 9:00 - 9:15 AM

Welcome - Howard S. Lichtman - Human Productivity Lab

### 9:15-10:00 AM

Overview of the Challenges and Rewards of Inter-Company Visual Collaboration with Q&A - TBD

### 10:00 - 11:00 AM

Overcoming Operational Hurdles - Howard S. Lichtman, Human Productivity Lab

### 11:00 - 11:15 AM

Break, Email, Phone Calls

### 11:15 - 12:00 PM

Inter-Company Information Security - Brent Houlahan, CSO-Unisys

### 12:00 - 1:00 PM

Buffet Lunch

### 1:00 - 2:30 PM

Technical Challenges & Solutions - Aaron Roe - Deloitte

### 2:30 - 3:30 PM

Cultural Barriers and Driving Adoption - Peter Brockmann - Brockmann & Company

### 3:30 - 5:30 PM

Working Groups - Participants have focused time to meet with partners, vendors, and customers in a private setting. Organizations that bring supply and demand chain partners will have private meeting space available to them. The presenters will be available for questions and assistance.

## About the Presenters

Howard S. Lichtman - President, Human Productivity Lab & Publisher, Telepresence Options

Howard S. Lichtman is a productivity-focused technologist, author, and consultant with specialties in telepresence and visual collaboration to improve organizational and personal productivity. He is the founder and president of the Human Productivity Lab, an independent consultancy and research firm that helps organizations design telepresence strategies and deploy telepresence solutions. He is the publisher of Telepresence Options, the #1 website on the Internet covering the telepresence revolution and editor of the Telepresence Options Telegraph, the world's most widely read publication focused on telepresence technologies.

Mr. Lichtman is also the author and/or co-author of The Inter-Company Telepresence and Videoconferencing Handbook (2009), The Telepresence and Videoconferencing Exchange Review(2010), Telepresence, Effective Visual Collaboration and the Future of Global Business at the Speed of Light(2006), and Emerging Technologies for Teleconferencing and Telepresence(2005). He is currently working on Telepresence Options 2010 Yearbook.

Mr. Lichtman is a frequent commentator on telepresence, videoconferencing and effective visual collaboration and his writings on and analysis of the industry have been featured by US News and World Report, Telephony Magazine, CXO Magazine, The Chicago Tribune, Reuters, Pro AV Magazine, Killer App Magazine, ABA Banking Journal, Bank Systems and Technology Magazine and CFO Magazine among others.

## Aaron Roe

Video Services Leader, Deloitte

Aaron Roe is the Video Services Leader at Deloitte where he manages a large scale deployment of telepresence and videoconferencing infrastructure and group systems. He is in the process of optimizing Deloitte's video infrastructure which will allow the firm to improve communications with partners, vendors, and customers.

Prior to Deloitte Mr. Roe was the manager of Global Multimedia Network Operations Centers at Nortel where he built a global network operations capability that supported telepresence managed services for Global Fortune 100 customers including white-labeling services for some of the largest telecommunications carriers in the world.

Mr. Roe has also built and managed video network operation centers for managed telepresence and videoconferencing provider Iformata Communication from 2004 through 2007, Radian Group Inc. where he built & directed their Network Operations Center, which during his tenure was awarded the highest award given by HP for Excellence in Innovation for designing monitoring techniques that better identified baseline threshold violations and TeleSuite Corporation, where he held the title of Director of Network Operations and designed and managed their Video Network Operations Center, as well as oversaw network operations for the firm's dedicated IP overlay network connecting multiple Fortune 500 telepresence and videoconferencing customers globally.

## Brent Houlahan

Chief Security Officer  
Unisys Global ITO Solutions

Mr. Houlahan is CSO for the Global ITO solutions business at Unisys. Previously he was the VP Managed Security Solutions at MCI, and CTO & VP Operations at NetSec, an MSSP acquired by MCI in January of 2005. Prior to joining NetSec Brent worked for other venture-backed startups and built hosting and security services at global internetworking provider Savvis. Brent was founder and Group Manager of Global Security Product Engineering at UUNET where his VPN development team won DataCom Magazine's 1998 "Product of the Year". Brent is an Electronic Warfare graduate of the US Army Intelligence Center, and his experience includes intelligence community field assignments in England and Japan.



## Travel

The most convenient airport to Reston is Dulles International Airport (IAD) which is less than 10 minutes away. The Sheraton Reston has a complimentary shuttle service that runs 24 hours a day and can be scheduled through the Bell Captain at (703) 620-9000.

Executive aviation at Dulles is serviced by The Dulles Jet Center and Signature Flight Support.

## Peter Brockmann

President, Brockmann and Company



Peter Brockmann is a frequent author and commentator on telepresence, videoconferencing, mobile and business communications technologies. His insights are imbedded in Brockmann & Company, a high tech analyst and consulting company serving the needs of users, equipment vendors and service providers.

Brockmann is the author or coauthor of numerous publications on telepresence and videoconferencing including: The Inter-Company Telepresence and Videoconferencing Handbook (2009), The Telepresence and Videoconferencing Exchange Review (2010), Telepresence 2009, and Visual Collaboration 2.0 - Tips for Improving the Experience

Brockmann is an accomplished pianist, Wikipedia contributor, and a regular blogger for TMCnet.com where he writes the 'Outside of The Box' column. Brockmann has an MBA from McMaster University in Hamilton, Canada, a Bachelor of Engineering Science from the University of Western Ontario in London, Canada, and a piano performance degree from the Western Ontario Conservatory of Music in London Canada.

## Sheraton Reston Hotel

11810 Sunrise Valley Drive  
Reston, Virginia, USA 20191  
Tel: +1 (703) 620-9000  
Fax: +1 (703) 860-1594

Follow the url below to register  
online for the event.

<https://www.regonline.com/intercompany>

E-mail: [Info@HumanProductivityLab.com](mailto:Info@HumanProductivityLab.com) to  
register or receive more information.

## Accommodations

The Sheraton Reston has a special rate of \$219 per night for attendees. Please mention you are with the Human Productivity Lab's conference when making your reservation.

## Conference Cost \$750 Per Person

There is a 20% Discount Available for three or more attendees from the same organization

Includes: Breakfast and Lunch on the 22nd,  
Course Materials