



September 13-15, 2011
The Austin Convention Center
Austin, Texas



Agenda At-A-Glance

Tuesday - 09/13/11

Room 10A

8:00am

Continental Breakfast (Paid Attendees Only)

9:00am

Opening Address Keynote

10:00am-10:45am

Video's Role in the New Age of Unified Communications

11:00am-11:45am

The Emerging World of "VideoTone"

12:00pm

Conference Luncheon (Paid Attendees Only)

12:30pm-1:15pm

Innovation in Online Video Marketing

1:30pm-2:15pm

Business Video Thought Leaders

2:30pm-3:15pm

Case Studies in Mobile Business Video

3:30pm-4:15pm

Archiving & the Preservation of Institutional Knowledge

4:30pm-5:30pm

Free Keynote Session—Featuring IBM
Ballroom A, 1st Floor

5:30pm-7:30pm

Grand Opening Networking Reception
in Exhibit Hall



September 13-15, 2011
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Agenda At-A-Glance

Wednesday - 09/14/11

Room 10A

8:00am

Continental Breakfast
(Paid Attendees Only)

9:00-9:45am

Priorities in the Purchase Decision

10:00am-11:00am

Free Keynote Session
Ballroom A, 1st Floor

12:00pm

Free Keynote Session
Ballroom A, 1st Floor

1:00pm-1:45pm

Enabling Live Video in Business Communications

2:00pm-2:45pm

Business Video Keynote Address

3:00pm-3:45pm

Video in the Cloud: Leveraging Hosted Solutions
for Enhanced Communications

4:00pm

Networking Reception—Sponsored by Rackspace Hosting

4:45pm

StartupCamp4 Comms Edition
Free Networking Reception & Workshop

Thursday - 09/15/11

Room 10A

8:00am

Continental Breakfast
(Paid Attendees Only)

9:00am-9:45am

Fresh Approaches to Business Video Content
Creation & Distribution

10:00am-10:45am

Clearing the Pipes: Strategies for Managing Business Video
on the Corporate Network

11:00am-11:45am

Strategies for Leveraging Social Media to
Enhance Business Video Marketing

12:00pm-12:45pm

Mobile Video – A Glimpse Ahead

Visit Exhibit Hall

Tuesday, September 13.....5:30pm - 7:30pm
Wednesday, September 1411:00am - 4:00pm
Thursday, September 1511:00am - 3:00pm