

## 23rd Oct - Mercure Paris Porte De Versailles Expo Hotel (Central European Time), EDT +6hrs, PDT +9hrs

8:15 AM	PMO Office Hours & Support to New Members	WBA PMO
9:00 AM	Welcome & WBA Updates	WBA PMO
9:40 AM	WBA OpenRoaming Technical Standards	Mark Grayson, Necati Canpolat, Betty Cockrell
10:30 AM	NETWORKING COFFEE BREAK	
10:50 AM	Federated Onboarding Service (FOS) for OpenRoaming	Necati Canpolat, Mark Hamilton, Charlie Allgrove
11:30 AM	Signaling Location Information in RADIUS	Erinn Hall, Betty Cockrell
12:10 AM	Roaming Work Group	Jim Sturges, Betty Cockrell, Peter Thornycroft
12:40 PM	LUNCH	
14:00 PM	Market Work Group	Sarah Kolmer, Melody Eclavea, Gabriel Desjardins, Melody Walker
14:15 PM	IoT & Smart Home	Wael Guibene, Fatemeh Fazel
14:45 PM	Policy & Regulatory Affairs Work Group	Burhan Masood, Brian Josef
15:30 PM	NETWORKING COFFEE BREAK	
15:50 PM	Wi-Fi HaLow for IoT Applications	Kevin Daly, Zac Freeman, Marleen Boonen
16:20 PM	RADIUS Accounting Assurance	Ryan Blossom, Tim Tweedle
17:00 PM	Sustainability Task Group	Angelos Mavridis

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9:00 AM	WBA Board of Directors Candidates Presentations	
10:00 AM	Operator Managed Wi-Fi	Sarper Gokturk, Sascha Dech, David Barr, Tom Van Driessche
10:45 AM	NETWORKING COFFEE BREAK	
11:10 AM	Wi-Fi 7	Necati Canpolat, Malcolm Smith, Gabriel Desjardins, Lili Hervieu
11:50 AM	Wi-Fi Experience for Moving Networks	Edward Kyte, Charlie Allgrove
11:50 AM	Signaling Location Information in RADIUS	Jim Sturges, Betty Cockrell, Peter Thornycroft
12:20 PM	Private 5G & Wi-Fi Convergence	Florin Baboescu, Sri Gundavelli, Thierry Van de Velde
12:50 PM	LUNCH TIME	
14:00 PM	Testing & Interoperability Work Group	Michael Sym, Erinn Hall, Peter Thornycroft
14:45 PM	Access Network Metrics	Blaz Vavpetic, Mark Hamilton, Josh Redmore, Michael Sym
15:30 PM	E2E Wi-Fi QoS	Ganesh Venkatesan, Mehmet Sukru Kuran, Enis Akay, Elif Salik
16:15 PM	NETWORKING COFFEE BREAK	
16:35 PM	Venue Requirements for User Engagement	Charlie Allgrove, Ellie de Villiers
17:10 PM	APAC Task Group	Bhuvnesh Sachdeva, Hideaki Goto, Cade Herringe, Sandeep Agrawal
17:30 PM	New Programs & Call for Projects – 2024	WBA

25th Oct - Paris Expo Porte de Versailles (Central European Time), EDT +6hrs, PDT +9hrs

8:30 AM	Pre-Conference Registration & Coffee	
MODERATOR	Tiago Rodrigues, President & CEO, Wireless Broadband Alliance	
9:00 AM	CEO Opening Address	Tiago Rodrigues, President & CEO, Wireless Broadband Alliance
9:15 AM	Operator Address	Rida Zouaoui, Head of New Business Strategy, Orange
9:35 AM	Wireless Innovation at a Torrid Pace - A Giant Leap for PC Clients	Ryan Granchalek, GM, Wi-Fi Products, Intel Corp
9:55 AM	Transforming the Wi-Fi Experience with OpenRoaming	Matthew MacPherson, Wireless CTO, Cisco
10:15 AM	Connecting the Enterprise with 5G, Wi-Fi & AI	Dr. Derek Peterson, CTO, Boingo Wireless
10:35 AM	COFFEE & NETWORKING	
MODERATOR	Dean Bubley, Founder - Disruptive Analysis	
11:05 AM	Role of Wi-Fi in 6G	Maria Cuevas, Networks Research Director, BT
11:25 AM	Wi-Fi 7 When will it be a commercial reality	Stephen McCann, Work Group Chair - 802.11, IEEE
11:45 AM	Powering Convergence. Now!	Chetan Hebbalae, VP Products - Software and Networking, Kyrio Jason Lauer, Vice President Engineering and Ops., Kyrio
12:10 PM	<p><b>PANEL MODERATOR: DEAN BUBLEY - DISRUPTIVE ANALYSIS</b></p> <p><b>Spectrum &amp; Use cases of 6 GHz Wi-Fi</b></p> <ul style="list-style-type: none"> <li>- Differentiating features of 6 GHz Wi-Fi</li> <li>- Country's perspectives on most efficient use of 6 GHz Wi-Fi</li> <li>- Impact of spectrum decisions on Wi-Fi 6E and Wi-Fi 7</li> <li>- AFC platforms enabling standard power - the ultimate enabler to unleash 6 GHz use cases</li> </ul>	Mark Henry, Director of Network & Spectrum Strategy, BT; Andy Gowans, Spectrum Regulatory Policy Team Leader, Cisco; Detlef Fuehrer, Senior Manager, Spectrum Mgt & Regulatory Affairs, HPE Aruba; Ted Kaplan, CEO, RKF Engineering Solutions
13:00 PM	LUNCH	
MODERATOR	Steve Namaseevayum, VP Industry Engagement - Wireless Broadband Alliance	
14:00 PM	Wireless Wonders: The Role of Artificial Intelligence in Delivering the Best Enterprise Wi-Fi Experience in 2023	Mittal Parek, Senior Director, Product Marketing, RUCKUS Networks, CommScope, Ruckus Networks
14:20 PM	Putting the 'Smart' in Cities and Transportation	Blaz Vavpetic, Business Development & Partnerships, Galgus.ai
14:40 PM	Smart Infrastructure in Cities	Marc Merlini, Business Development Director, JCDecaux
14:50 PM	COFFEE & NETWORKING	
MODERATOR	Steve Andrews, Chairman - Luminet & WBA Board Adviser	
15:10 PM	Consumer Needs and Expectations for Future In-Home Connectivity & IoT	Brian Mecum, Vice President - Device Technology Organization, Verizon; Tobin Richardson, President & CEO, Connectivity Standards Alliance
15:25 PM	Wi-Fi 7 : How ISP can create customer value	Mr. Chang, KoreaTelecom
15:40 PM	The Future of Broadband Services in the Wi-Fi 7 Era	Patrick Ribardiere, Sr Dir, Product Marketing, Qualcomm
16:00 PM	Beyond Connectivity: How WiFi Sensing is Shaping Modern Homes	Joseph Valencia, Chief Product Officer, Origin Wireless

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16:20 PM	<b>PANEL MODERATOR: STEVE ANDREWS, CHAIRMAN - LUMINET NETWORKS</b> <b>How will Next Gen Wi-Fi Transform the Smart Home</b> <ul style="list-style-type: none"> <li>- Key Wi-Fi and other technologies critical to the future of smart home connectivity</li> <li>- How can operators optimize and manage the delivery of an excellent in-home experience</li> <li>- How are connectivity and IoT devices evolving to meet future needs"</li> </ul>	Metin Taskin, CEO, Airties; Oscar Gallego, Head of Home & Security Products, Vodafone; Willem van Kempen, Senior Manager Connectivity Products and Enablers, Liberty Global Patrick Ribardiere, Sr Dir, Product Marketing, Qualcomm
17:00 PM	<b>WBA INDUSTRY AWARD (Hall 7.3)</b>	
17:30 PM	<b>WBA Networking Drinks (VIP &amp; Speakers' Lounge, Hall 7.3)</b>	
19:00 PM	<b>End of Day 1</b>	

## 26th Oct - Paris Expo Porte de Versailles (Central European Time), EDT +6hrs, PDT +9hrs

8:30 AM	<b>REGISTRATION &amp; COFFEE</b>	
<b>MODERATOR</b>	<b>Tiago Rodrigues, CEO - Wireless Broadband Alliance</b>	
9:00 AM	<b>CEO Opening Remarks</b>	Tiago Rodrigues, CEO and President, Wireless Broadband Alliance
9:05 AM	<b>Future Sustainability &amp; Goals for Wi-Fi</b>	Kevin Robinson, CEO, Wi-Fi Alliance
9:25 AM	<b>Sustainability in Action</b>	Christos Ioakeimidis, CEO and Co-Founder, Inteligg
9:35 AM	<b>PANEL MODERATOR: MONICA PAOLINI, PRESIDENT - SENZA FILI</b> <b>Creating a Sustainable Future with Wi-Fi</b> <ul style="list-style-type: none"> <li>- What are current sustainability requirements for Wi-Fi</li> <li>- How to measure energy use of ICT in different verticals</li> <li>- Renewable energy use cases for Wi-Fi</li> <li>- What are the real life challenges ahead</li> </ul>	Kevin Robinson, CEO, Wi-Fi Alliance; Dr Angelos Mavridis, Board Advisor - Sustainability, Wireless Broadband Alliance; Christos Ioakeimidis, CEO & Co-Founder, Inteligg
10:05 AM	<b>Wi-Fi Offload - Reloaded!</b>	Johan Terve, Senior Marketing Director, ENEA
10:15 AM	<b>PANEL MODERATOR: PEDRO MOUTA, SENIOR MANAGER - WBA</b> <b>Operators: Optimizing Network Deployment and Management to deliver the Best Wi-Fi Experience</b> <ul style="list-style-type: none"> <li>- Architecture and framework for OMWi</li> <li>- Insights on deploying and managing effective network architectures</li> <li>- What is E2E QoS and why its important</li> <li>- Important features and requirements for operators to access the right repeatable solutions</li> <li>- Importance of AI/ML/AIOps "</li> </ul>	Sarper Gokturkk, Head of Research, Airties; Ganesh Venkatesan, Staff Wireless Architect, Intel; Christian Gabetta, Managing Director, Heights Telecom Phil Morgan, CTO, NC-Expert
10:45 AM	<b>Increasing ARPU with WiFi Motion</b>	Bob El-Hawary, Executive Vice President Sales, Cognitive Systems
11:05 AM	<b>COFFEE &amp; NETWORKING</b>	
<b>MODERATOR</b>	<b>Bruno Tomas, CTO - Wireless Broadband Alliance</b>	
11:25 AM	<b>Analyst Spotlight: Wi-Fi in the Enterprise</b>	Andrew Spivey, Senior Analyst, ABI Research
11:45 AM	<b>Transforming Enterprise Connectivity and Customer Experience</b>	Ivan Muccini, VP Product Management, Cloud4Wi

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12:05 PM	<p><b>PANEL MODERATOR: BRUNO TOMAS, CTO - WBA</b>  <b>Operators: Delivering Business Opportunities for Enterprise with Public and Guest Wi-Fi</b></p> <ul style="list-style-type: none"> <li>- How to be an 'experience provider' in hospitality, retail and other guest verticals</li> <li>- Evolution of Wi-Fi technology and role of AI to meet the diverse needs of enterprise</li> <li>- OpenRoaming as a connectivity solution for People and Things</li> <li>- Monetization, LBS, Loyalty and Analytics</li> </ul>	<p>Howard Buzick, Business Development, OpenWi-Fi;          Vincent Larue, Director Systems Engineering (EMEA), Ruckus Networks;          Cedric Gonin, VP Global Business Partnerships, Orange;          Giovanni Pecora, VP Sales, Cloud4Wi;</p>
12:45 PM	<p><b>Delivering the best Public Wi-Fi Experience with OpenRoaming</b></p>	<p>Mark Grayson, Fellow, Cisco</p>
13:00 PM	<p><b>LUNCH &amp; NETWORKING</b></p>	
14:00 PM	<p><b>Introduction and Welcome to the Enterprise Connectivity Forum</b></p>	<p>Andrea Calcagno, CEO, Cloud4Wi</p>
14:25 PM	<p><b>PANEL MODERATOR: TIAGO RODRIGES, CEO - WBA</b>  <b>ENTERPRISE CONNECTIVITY FORUM -Empowering Companies to Revolutionize the Enterprise Experience &amp; Drive Business Growth</b></p> <p>A unique event, based on a new innovative Work Group within the WBA that bring together operators, technology providers and retail and hospitality brands focused on breaking down barriers and creating new opportunities to help enterprise companies to thrive</p>	<p>Andrea Calcagno, CEO, Cloud4Wi;          Mittal Parekh, Senior Director, Product Marketing, RUCKUS Networks, CommScope, RUCKUS CommScope;          Tiago Rodrigues, CEO, Wireless Broadband Alliance;          Sergey Komarov, Adidas;          Romain Pierry, Carmila (Carrefour)</p>
15:50 PM	<p><b>Closing Remarks</b></p>	
16:00 PM	<p><b>End of Day 2</b></p>	