

ONE **TAIT**
DEALER PROGRAM

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communications

The background of the entire image is a night-time photograph of the Bellagio Hotel in Las Vegas. The hotel's iconic tiered arches are illuminated with warm lights. In the foreground, the Bellagio Fountains are active, with multiple jets of water spraying upwards, creating a dynamic and visually appealing scene. The overall atmosphere is one of luxury and entertainment.

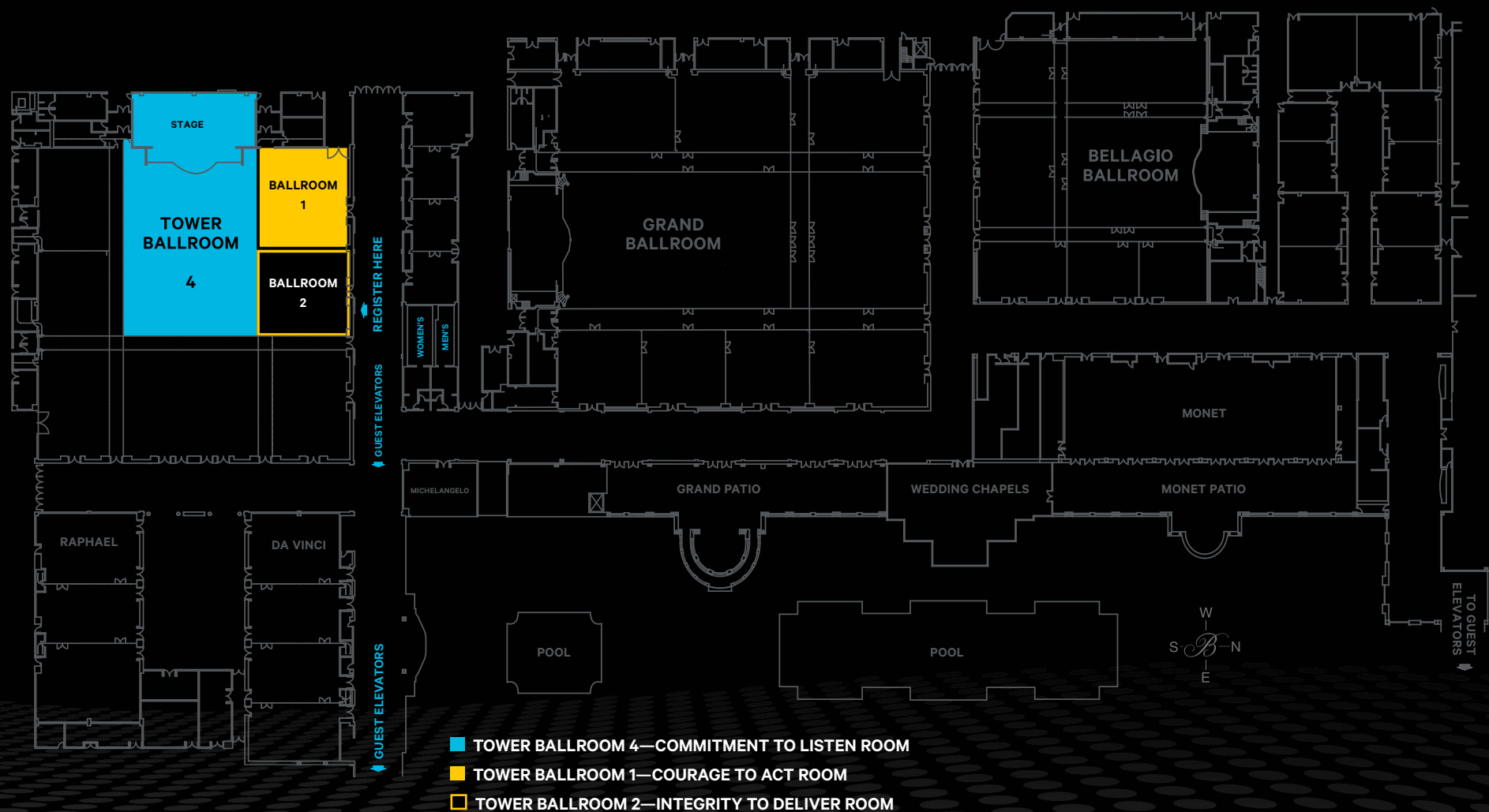
ONE **TAIT**

DEALER PROGRAM

SUMMIT 2023

BELLAGIO RESORT & CASINO

TOWER BALLROOMS 1, 2 & 4



TUESDAY, MARCH 28

SUMMIT **AGENDA**

BELLAGIO RESORT & CASINO—GROUND FLOOR, TOWER BALLROOMS

7:00 – 7:30 AM OUTSIDE TOWER BALLROOM 2	REGISTRATION	
7:30 – 8:30 AM TOWER BALLROOM 4	BREAKFAST COMMITMENT TO LISTEN ROOM	
8:30 – 9:00 AM TOWER BALLROOM 4	WELCOME ADDRESS Tait Leadership Team	Speakers: Kevin Sumrell , President, Tait Americas Maria Rowe , Chief Marketing Officer Nick Pennance , Chief Revenue Officer
9:00 – 9:30 AM TOWER BALLROOM 4	SUCCESS TOGETHER The Impact of Collaborative Business Partnerships	Speakers: Brandon Romero , Vice President of Engineering Brian Roberts , Channel Director

The “Success Together” session will welcome attendees to the 2023 One Tait Dealer Summit, highlighting this year’s overarching theme of “Success Together” and Tait’s commitment to nurturing mutually beneficial relationships between our internal team and our extended team of One Tait Dealers.

Attendees can expect to gain a deeper understanding of Tait’s mission and vision for fostering stronger relationships and working collaboratively with our partners to deliver successful outcomes for their customers.

TUESDAY, MARCH 28

SUMMIT AGENDA CONTINUED

BELLAGIO RESORT & CASINO—GROUND FLOOR, TOWER BALLROOMS

9:30 AM – 12:30 PM TOWER BALLROOM 1	SALES & SOLUTIONS TRACK COURAGE TO ACT ROOM	9:30 AM – 12:30 PM TOWER BALLROOM 2	TECHNICAL TRACK INTEGRITY TO DELIVER ROOM
<p>9:30 – 10:00 AM</p>	<p>ONE TEAM, ONE DREAM, ONE TAIT One Tait Dealer Program Refresher</p> <p>Speakers: Amie Geistman, Channel Marketing Specialist David Caston, Marketing Manager</p> <p>The “One Team, One Dream, One Tait” session will serve as a refresher for the One Tait Dealer Program, equipping attendees with an understanding of the program’s benefits, including access to Tait’s technical and marketing resources, as well as opportunities to collaborate and engage with the Tait team.</p> <p>Attendees can expect to gain knowledge of best practices for leveraging the One Tait Dealer Program to increase sales, strengthen relationships with their customers and drive growth and success for their dealership.</p>	<p>9:30 – 10:00 AM</p>	<p>BETTER BY DESIGN LMR Design Methodology (Part 1)</p> <p>Speakers: Dani Steinmetz, Channel Engineering Manager Ramin Hafezi, Solutions Engineering Manager</p> <p>The “Better by Design” session will provide attendees with valuable insights into how Tait’s engineering team designs advanced communication systems, including AS-IP, DMR, and P25 systems.</p> <p>This interactive session will allow attendees to ask specific questions related to Tait’s design methodology, which can help partners better understand the company’s approach to designing cutting-edge communication systems and how to apply this design philosophy and its principles to their own projects.</p>

TUESDAY, MARCH 28

SUMMIT **AGENDA** CONTINUED

BELLAGIO RESORT & CASINO—GROUND FLOOR, TOWER BALLROOMS

9:30 AM – 12:30 PM TOWER BALLROOM 1	SALES & SOLUTIONS TRACK COURAGE TO ACT ROOM	9:30 AM – 12:30 PM TOWER BALLROOM 2	TECHNICAL TRACK INTEGRITY TO DELIVER ROOM
<p>10:00 – 10:30 AM</p>	<p>UNPACKING YOUR ONLINE TOOLBOX Exploring the Updated One Tait Dealer Portal</p> <p>Speaker: Channel Team</p> <p>The “Unpacking Your Online Toolbox” session will provide attendees with a walkthrough of the newly updated One Tait Dealer Portal, highlighting new features and resources available to One Tait Dealers, as well as the platform’s updated user experience.</p> <p>Attendees can expect to leave with a clear understanding of how to leverage the platform to its fullest potential to streamline their workflows, improve their efficiency and achieve their business objectives.</p>	<p>10:00 – 10:30 AM</p>	<p>BETTER BY DESIGN LMR Design Methodology (Part 2)</p> <p>Speakers: Dani Steinmetz, Channel Engineering Manager Ramin Hafezi, Solutions Engineering Manager</p> <p>The “Better by Design” session will provide attendees with valuable insights into how Tait’s engineering team designs advanced communication systems, including AS-IP, DMR, and P25 systems.</p> <p>This interactive session will allow attendees to ask specific questions related to Tait’s design methodology, which can help partners better understand the company’s approach to designing cutting-edge communication systems and how to apply this design philosophy and its principles to their own projects.</p>

TUESDAY, MARCH 28

SUMMIT **AGENDA** CONTINUED

BELLAGIO RESORT & CASINO—GROUND FLOOR, TOWER BALLROOMS

10:30 – 11:00 AM MORNING BREAK			
9:30 AM – 12:30 PM TOWER BALLROOM 1	SALES & SOLUTIONS TRACK COURAGE TO ACT ROOM	9:30 AM – 12:30 PM TOWER BALLROOM 2	TECHNICAL TRACK INTEGRITY TO DELIVER ROOM
11:00 – 11:30 AM	<p>PROJECT MANAGEMENT ISN'T JUST FOR PROJECT MANAGERS</p> <p>The Benefits of Project Management Certification Training for Everyone on Your Team</p> <p>Speaker: Kelly Pritchett, Director of Services</p> <p>The “Project Management Isn’t Just for Project Managers” session will allow attendees to gain a better understanding of the importance of effective project management and how Tait can help One Tait Dealers stay competitive in today’s marketplace by supporting them in obtaining this certification.</p> <p>Attendees can expect to receive valuable insights into the benefits of obtaining Project Management Certifications, including the ability to effectively manage projects, increase efficiency, and deliver projects on time and within budget.</p>	11:00 – 11:30 AM	<p>SURVEY SAYS...</p> <p>Best Practices for Conducting Effective Site Surveys</p> <p>Speakers: Alex Pitcaithly, Systems Engineer</p> <p>The “Survey Says...” session will provide attendees with a comprehensive walk-through of Tait’s site survey form and offer detailed instructions on specific items that should be focused on during site surveys. This information is designed to allow One Tait Dealers to conduct more effective site surveys, which can lead to more successful communication system deployments.</p> <p>Attendees can expect to leave this session with a better understanding of the importance of site surveys and the considerations that should be taken into account when conducting them.</p>

TUESDAY, MARCH 28

SUMMIT **AGENDA** CONTINUED

BELLAGIO RESORT & CASINO—GROUND FLOOR, TOWER BALLROOMS

9:30 AM – 12:30 PM TOWER BALLROOM 1	SALES & SOLUTIONS TRACK COURAGE TO ACT ROOM	9:30 AM – 12:30 PM TOWER BALLROOM 2	TECHNICAL TRACK INTEGRITY TO DELIVER ROOM
11:30 AM – 12:00 PM	AT YOUR SERVICE Exploring Pathways to Obtaining Tait Authorized Service Provider Status Speakers: Brandon Romero , Vice President of Engineering Brian Roberts , Channel Director The “At Your Service” session will provide attendees with insights into the Tait Service Authorization Program, its curriculum, and pathways to obtain authorization status. Attendees can expect to gain a clear understanding of the requirements for becoming a Tait authorized service provider, ultimately allowing them to expand their service capabilities, improve their technical skills and better serve their customers.	11:30 AM – 12:00 PM	ALL SYSTEMS, GO Navigating the Updated System Configurator Speaker: Dani Steinmetz , Channel Engineering Manager The “All Systems, Go” session will provide attendees with a comprehensive walk-through of Tait’s new System Configurator, with a particular focus on utilizing it to price Tait systems and optimize their pricing strategies. Attendees can expect to leave this session with a better understanding of how the new System Configurator can be leveraged to maximize profitability and streamline their business operations by accurately and efficiently pricing Tait systems.

TUESDAY, MARCH 28

SUMMIT **AGENDA** CONTINUED

BELLAGIO RESORT & CASINO—GROUND FLOOR, TOWER BALLROOMS

9:30 AM – 12:30 PM TOWER BALLROOM 1	SALES & SOLUTIONS TRACK COURAGE TO ACT ROOM	9:30 AM – 12:30 PM TOWER BALLROOM 2	TECHNICAL TRACK INTEGRITY TO DELIVER ROOM
12:00 – 12:30 PM	<p>A MULTIFACETED APPROACH TO MULTIBAND RADIO Best Practices for Positioning & Selling TP9800 Subscribers</p> <p>Speakers: Walt Bolil, Sales Contracts Director Anthony Blyth, Global Product Marketing Manager</p> <p>The “Multifaceted Approach to Multiband Radio” session will equip attendees with an overview of the latest technology in the industry—the TP9800 Multiband Radio.</p> <p>Attendees can expect to gain a strong understanding of best practices for marketing and selling this groundbreaking product to their customers, including product use cases and certification requirements for securing state-wide contracts.</p>	12:00 – 12:30 PM	<p>RISKY BUSINESS (AND HOW TO AVOID IT) A Practical Approach to Risk Assessment & Mitigation</p> <p>Speakers: Brandon Romero, Vice President of Engineering Kelly Pritchett, Director of Services</p> <p>The “Risky Business (and How to Avoid It)” session will provide attendees with a high-level view of how Tait’s Project Management and Engineering teams assess and mitigate technical, project and implementation risks.</p> <p>Attendees can expect to gain valuable insights into Tait’s approach to risk management and practical guidance that they can apply to their own projects, including how to identify potential risks and develop effective strategies to mitigate them.</p>
12:30 PM – 2:00 PM	EASTERN LUNCH SESSION TOWER BALLROOM 1	12:30 PM – 2:00 PM	RACOM LUNCH SESSION TOWER BALLROOM 2

TUESDAY, MARCH 28

SUMMIT **AGENDA** CONTINUED

BELLAGIO RESORT & CASINO—GROUND FLOOR, TOWER BALLROOMS

2:00 PM – 3:30 PM TOWER BALLROOM 1	SALES & SOLUTIONS TRACK COURAGE TO ACT ROOM	2:00 PM – 3:30 PM TOWER BALLROOM 2	TECHNICAL TRACK INTEGRITY TO DELIVER ROOM
2:00 PM – 3:00 PM	<p>BUILDING CONNECTIONS Unlocking the Tait AXIOM Device Range for the P25 Market with ESChat</p> <p>Speakers: Thommy Jerneskog, Product Manager Anthony Blyth, Global Product Marketing Manager</p> <p>The “Building Connections” session will provide attendees with valuable insights into the Tait AXIOM Ecosystem, focusing on the new TWX5500 wearable device. This session is a must-attend for those looking to stay ahead of the game in the world of wearable technology!</p> <p>Attendees can expect to learn about the partnership between Tait Communications and ESChat, how the ESChat software client can be used with the new TWX5500 and expected feature roll-outs for the device.</p>	2:00 PM – 3:00 PM	<p>WE’VE GOT YOU COVERED Methods for Analyzing Coverage & Designing Effective Communication Systems</p> <p>Speakers: Brandon Romero, Vice President of Engineering Ramin Hafezi, Solutions Engineering Manager</p> <p>The “We’ve Got You Covered” session will provide attendees with a comprehensive walk-through of Tait’s coverage analysis methodology, including the parameters used by Tait’s Engineering team. Attendees can expect to leave this session with a deeper understanding of Tait’s approach to coverage analysis, including the key factors that are considered when designing effective communication systems that meet their customers’ coverage requirements.</p>

TUESDAY, MARCH 28

SUMMIT AGENDA CONTINUED

BELLAGIO RESORT & CASINO—GROUND FLOOR, TOWER BALLROOMS

2:00 PM – 3:30 PM TOWER BALLROOM 1	SALES & SOLUTIONS TRACK COURAGE TO ACT ROOM	2:00 PM – 3:30 PM TOWER BALLROOM 2	TECHNICAL TRACK INTEGRITY TO DELIVER ROOM
3:00 PM – 3:30 PM	<p>SALES SPEAK Open Sales Q&A Session</p> <p>Speakers: Brian Roberts, Channel Director Fátima Garcete, Channel Manager – West Keith Chafin, Channel Manager – East</p> <p>The “Sales Speak” session offers a valuable opportunity for customer-facing attendees to directly engage with Tait’s team of experts, ask questions tailored to their specific business needs and receive real-time feedback and advice on best practices for selling and servicing Tait products.</p> <p>The knowledge gained from this session will enable attendees to improve their sales strategies, boost customer satisfaction, and ultimately drive business growth.</p>	3:00 PM – 3:30 PM	<p>TECH TALK Open Technical Q&A Session</p> <p>Speakers: Brandon Romero, Vice President of Engineering Dani Steinmetz, Channel Engineering Manager Ramin Hafezi, Solutions Engineering Manager</p> <p>The “Tech Talk” session offers a valuable opportunity for technical-focused attendees to engage directly with Tait’s technical experts and ask questions related to designing, troubleshooting, configuring, and servicing Tait products.</p> <p>The knowledge gained from this session will equip attendees with the technical insights and support necessary to effectively design, implement and service Tait’s products.</p>
3:30 – 4:00 PM	AFTERNOON BREAK		

TUESDAY, MARCH 28

SUMMIT **AGENDA** CONTINUED

BELLAGIO RESORT & CASINO—GROUND FLOOR, TOWER BALLROOMS

4:00 PM – 8:00 PM TOWER BALLROOM 4	EVENING COMMITMENT TO LISTEN ROOM	
4:00 – 5:00 PM	CHARTING THE COURSE Tait Product Roadmap	Speaker: Avi Friedman , VP Corporate Development
5:00 – 6:00 PM	KEYNOTE ADDRESS Tait Executive Panel	Speakers: Tait Global Executive Team
6:00 PM – 8:00 PM	RECEPTION & ONE TAIT DEALER AWARDS	

Thank you for joining us!

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