

Where's your ISP going?



November 3-5, 2004
Santa Clara, CA
www.ispcon.com

Network Operations	Email	VoIP	Web Hosting	Wireless	Business
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Wednesday, November 3

9:00-10:00	Managing BGP in Today's ISP Networks	Legal Maelstrom: Update from the EFF	Asterisk for ISPs and WISPs	How to Build, Refresh or Rebuild Your Datacenter on Time and Under Budget	The Well-diversified WISP	Closing Consumers, Marketing to Micro-masses
10:15-11:15	Dealing with Computer Techs	How to Avoid Being Taken for a "Phishing" Expedition	VoIP Services for SOHO and Residential Markets	The ISP Transition from Network to Applications	WiMAX Roadmaps, Realities and Rumors	Real-world Growth Financing for the WISP
11:30-12:30	How to Benchmark Dialup Web Acceleration Performance	P2P and Zombie Mitigation	Avoiding the Pitfalls of VoIP Deployment	Leveraging Control Panel Technologies for VPS/VDS Services	Going Wireless? Decisions and Planning Before Making the Leap	Value-based Pricing Strategies for Profitable Growth
12:45-1:45	CONFERENCE LUNCHEON From Connection to Protection: The Future of ISPs		Linda Beck, CIO, EarthLink			
2:00-3:00	KEYNOTE WiMAX? Why NOT?		Nigel Ballard, Director of Wireless, Matrix Networks			
6:15-7:30	EVENING PLENARY <i>check www.ispcon.com for details</i>					

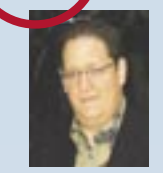
Thursday, November 4

8:45-9:45	Defending Your Network: Best Practices for ISP Security	Accountability and Authentication Panel	Private Label vs. Roll-your-own VoIP	Selling Web Services: How to Win a Client Who Doesn't Really Know What He's Buying	Managing Noise and Interference	Beyond Basic Billing to Integrated OSS
10:00-11:00	KEYNOTE Voice over IP: What's Next for ISPs and WISPs		Jeff Pulver, President and CEO, pulver.com			
12:30-1:30	CONFERENCE NETWORKING LUNCHEON AND TOPIC TABLES					
3:00-4:00	Live ISP Network Hack-n-Crack	Open Source Email Roundup	Realities of the Triple Play Vision	Serving Up Small Business Storage	Traversing HotZones, PtMP and WiMAX with Mesh Networks	Beyond the Mom-n-Pop WISP
4:15-5:15	Peer to Peer: The Peering Panel	Webmail Wound-up: What Gmail and 1GB Storage Wars Mean to You	Pricing VoIP Services	Insourced vs. Outsourced Hosting	A Bare-bones Guide to WISP Equipment	Market Segmentation for Fun and Profit
5:15-7:00	EXCHANGE TOPICS Best and Worst of Value Add; ISP-CEO; Anti Spam; Asterisk; Spectrum; Muni-WiFi; Association Meetings; EFF Initiatives					

Friday, November 5: WORKSHOPS

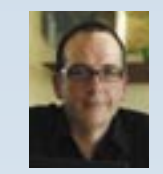
9:00-10:00	SWOT for the ISP <i>Security Workshop - Part 1</i>	Turn It On! <i>Sender ID Framework: Implementation Workshop - Part 1</i>	Fundamentals of VoIP <i>VoIP Workshop - Part 1</i>	Open Source Management Tools <i>Web Hosting Workshop - Part 1</i>	RF Fundamentals <i>Wireless Workshop - Part 1</i>	The Big Opportunity in Small Business <i>Business Workshop - Part 1</i>
10:15-11:15	Active Monitoring for the ISP <i>Security Workshop - Part 2</i>	Turn It On! <i>Sender ID Framework: Implementation Workshop - Part 2</i>	Anatomy of the Service <i>VoIP Workshop - Part 2</i>	Open Source VPS and Extensions <i>Web Hosting Workshop - Part 2</i>	Site Surveys, Interference LOS Tips and Tricks <i>Wireless Workshop - Part 2</i>	Building the Solutions that Sell <i>Business Workshop - Part 2</i>
11:30-12:30	Gaining Additional Revenue with Security Offerings <i>Security Workshop - Part 3</i>	Turn It On! <i>Sender ID Framework: Implementation Workshop - Part 3</i>	Deployment Examples and Business Models <i>VoIP Workshop - Part 3</i>	Streaming and Community Applications <i>Web Hosting Workshop - Part 3</i>	Advanced RF and WiPOP Design <i>Wireless Workshop - Part 3</i>	Selling to the Small Business <i>Business Workshop - Part 3</i>
12:30-1:30	CONFERENCE NETWORKING LUNCHEON AND TOPIC TABLES					

KEYNOTES



Voice over IP: What's next for ISPs and WISPs

Jeff Pulver, industry veteran and VoIP visionary shares his thoughts on the industry, where things are headed and what it all means to service providers in today's market.
Jeff Pulver, President and CEO, pulver.com



WiMAX? Why NOT?

Nigel Ballard draws upon 14 years' experience in the wireless arena, from consulting to designing and implementing wireless solutions.
Nigel Ballard, Director of Wireless, Matrix Networks

EXHIBIT HALL HOURS

Wednesday 11/3	3:00-6:00pm
Networking Reception	4:30-6:00pm
Thursday 11/4	11:00am-5:00pm
Friday 11/5	10:00am-2:00pm

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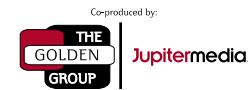


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