

2021

March 4 v/x Live



Morning Newscast 11:00am

Join us as we kick off the day with Samsung executives and industry thought leaders coming to you live to discuss **Business Reimagined**. The last year ushered in a new inflection point for companies across the board. Businesses, both large and small, pivoted to survive, and reinvented business models on the fly. Digital transformation compressed innovation cycles from years to weeks and months. Entire industries are undergoing massive change for the long-term and companies are reimagining their businesses in the face of unprecedented change, with technology taking center stage as the new connection points.

Trending Topics feature a variety of focus areas, including 5G, office of the future and the latest in industry happenings.



Harry Patz
Sr. Vice President & GM,
Display Division | Samsung
Electronics America



Taher Behbehani
Sr. Vice President & GM,
Mobile B2B | Samsung
Electronics America



Mark Quiroz
Vice President Marketing,
Display Division | Samsung
Electronics America



Chris Mertens
Vice President Sales, Display
Division | Samsung
Electronics America



John Curtis
Vice President Sales, Mobile
B2B | Samsung Electronics
America

Feature Stories

12:15pm Sports & Spectaculars

Live events have experienced total disruption. Owners, operators and teams quickly made changes to both their venues and their business models. Many were left with questions about recouping lost revenue, engagement with fans, and future state of reopening safely, while under scrupulous guidelines. Learn of how companies like 4FRONT are helping owners and teams alike, in this ever-changing environment. Similarly, advertisers and digital signage owners and operators have been challenged with both a changing audience, as well as businesses cutting back spending. Join the conversation and hear how companies like Jamestown LP, owners of One Times Square, have worked with advertisers to merge the in-real-life with the virtual world, in a first of its kind 2021 New Year's Eve virtual experience in Times Square.

1:00pm Retail and F&B

Whether your customers are shopping for home goods or picking up a quick bite to eat, the customer experience drives brand loyalty, increased sales, and employee satisfaction. But, how do retailers and restaurateurs elevate the customer experience when their industries have been faced with unprecedented circumstances? Samsung technology paired with lead-edge solutions make it easy for businesses to rethink the customer journey, creating new opportunities and impactful experiences. Join Samsung experts and leaders of top brands who are pushing the boundaries to new heights and seeing positive results in return.

2:00pm Education

Studies indicate that interactive learning provides better student engagement and improved student outcomes. However, the nearly two-thirds of U.S. school districts currently experimenting with hybridization are not satisfied with their results. Learn from leading education technology experts about how to make the learning experience fun again by creating interactive, engaging lessons with display and mobile technology for students and teachers no matter their location.

3:00pm Healthcare

Healthcare facilities and networks are embarking on a digital transformation to find solutions across the continuum of care and the patient journey. But, how do you translate forward thinking ideas into healthcare for all? Join leading experts from top hospitals and healthcare innovation firms to learn how they are solving some of the biggest challenges in the industry and pushing the digital limits farther than ever before.

4:00pm Government

This past year has been defined by change. With a rapid move to remote workers and changes in government workforce processes - technology and infrastructure have been tested to the core. Hear from industry analysts and experts as they share their report on the new administration's top priorities and investments in technology to modernize. With increased reliance on tech and cloud computing, security is of top concern. Join in the conversation to learn about the federal data strategy and the adoption of new systems to both support the WFH teams, as well as in-office. Hear from the Samsung team on solutions designed specifically around the need for enhanced cybersecurity, and a mobile workforce.

5:00pm Hospitality

Join us on a tour of all the technology you need to create a modern integrated guest experience. We will walk you through our technology product portfolio and customer engagement touch points from arrival to check-out. We will show you how you can manage the in room guest experience through our complete LYNK Cloud platform solution. Then you can hear what customers/partners have to say about our technology.

6:00pm Enterprise Technology

Technology helps power business productivity, collaboration and innovation. But, what does the future look like for the corporate worker? How will technology reshape the office to bring the experience and flexibility of the home to the workplace? Hear from leading experts on how enterprise technology is being reimagined and learn about the solutions that are causing us to rethink what the modern workplace looks like.

Additional Ongoing Engagement Topical Forums with Samsung Experts

Meanwhile, mark your calendar for solution and product demo videos, chat with Samsung solution partners, thought leaders and guest speakers. Plus participate in interactive trivia with awesome Samsung prizes and get the opportunity to meet and network with others.

Demo Hub - On Demand Videos Networking and Meetings Partner Hub

Reimagining the
customer experience

Reimagining solutions
for the workforce

Reimagining the
future of business