



# **ABC Event Guide for Cisco Employees and Vendor Staff**

Palais des Congrès Montréal, Canada

Cisco Partner Summit 2015

# Be Bold

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# Welcome to Cisco Partner Summit 2015

Cisco Partner Summit is our premier partner event of the year. It is an exclusive, by invitation-only event designed to bring together our top 2,200 partners to learn about our vision, partner strategy, and outlook for the future. This year we have invited 200 new marketing professionals as part of integrating Market Velocity into Partner Summit.

Through keynote presentations, discussions with our leaders, and engagement with our Cisco Ecosystem Partners, partners gain insight about how to position their business for growth and marketing leadership. Approximately 1,000 nominated Cisco employees attend, along with 70 press and industry analysts.

As a Cisco employee or a vendor representative, we count on you to help deliver a highly engaging and valuable partner experience. Please prepare for the event by reading this document to help you guide our partners throughout the event.

## Objectives

- Highlight Cisco's leadership and innovation
- Strengthen relationship by motivating and inspiring partners to continue to invest in Cisco
- Highlight the need to evolve to capitalize on future growth
- Demonstrate business relevance and customer impact
- Highlight our competitive differentiators

## Theme

Be Bold

## Key Messages

**Customer Success:** Customer Success is at the Heart of All We Do

Customer needs are changing. The pace of change is multiplying. We must evolve and lead the market transitions to enable customers to digitize, and together deliver the Internet of Everything. It's time to be bold and act now.

**Partner Success:** Committed to Partner's Growth and Profitability

We'll help you build sustainable business models for cloud, software and services. We are creating a thriving ecosystem for your long term success. We're committed to offering the right programs, incentives, and enablement for you to add customer value and profitably grow your business.

**Why Cisco:** Our Future is Infinitely Brighter Together

We provide thought leadership, an industry leading brand, a collaborative model, and a steadfast commitment to you. Only together can we move customers from traditional to digital and beyond. We know you have a choice and we want you to choose Cisco. Every time.

## Cisco Virtual Partner Summit 2015

Cisco Virtual Partner Summit 2015 serves as an extension of the live event to enable registered partners to access the same content and similar partner experience from anywhere. Partners with a CCO log-in, level 3, may access all the Partner Summit sessions taking place in Montréal, plus additional VPS Dialogs and Marketing Velocity sessions through May 1, 2015. To learn more, go to [www.cisco.com/go/vps](http://www.cisco.com/go/vps) or contact Matt Koellner at [mkoellne@cisco.com](mailto:mkoellne@cisco.com)

## Registration

### Registration, Info Counters, Coat Check Locations

The attendee experience during registration sets the tone for the event and leaves a lasting impression of Cisco. Our goal is to provide a friendly and seamless experience for every person to walk away with a sense of anticipation and excitement about their experience at Cisco Partner Summit 2015.

We expect our staff and vendor representatives to be professional, courteous and helpful in their interactions with our partners and colleagues.

Due to the nomination process for partners and employees, onsite registration or substitutions are not permitted.

### How does registration work?

Attendees will be directed to the Registration area in the Palais des congrès, Level 2, Viger Hall upon arrival. They will be asked for picture I.D. to collect their badge. Each badge is encoded with the agenda, and may also be viewed from the event's mobile app. If partners have questions, they can be directed to one of the information desks located on the following levels:

- Palais des congrès, Level 2, Viger Hall Foyer
- Palais des congrès, Level 5 Foyer

### Registration is open:

Monday, April 27:	8:00 a.m.–6:00 p.m.
Tuesday, April 28:	7:00 a.m.–6:00 p.m.
Wednesday, April 29:	8:00 a.m.–6:00 p.m.
Thursday, April 30:	8:00 a.m.–3:00 p.m.

## Social Media

We want to encourage attendees to engage in the social media channels below to take full advantage of the event through conversation with their peers and Cisco executives.

- Follow us on Twitter: @CiscoPartners ((<https://twitter.com/CiscoPartners>) @ciscoreporter (<https://twitter.com/ciscoreporter>)
- #ciscops15 link to: <https://twitter.com/intent/tweet?hashtags=ciscops15>
- Read the Cisco Partners Blog for event news, interviews, contests and more (<http://blogs.cisco.com/partner>)
- Like us on Facebook, share photos and see live updates from the event (<https://www.facebook.com/CiscoPartners>)
- Visit and save the YouTube Playlist for Partners (<http://cs.co/ciscoyoutube>)
- Follow us on LinkedIn ([www.linkedin.com/company/cisco-partners](http://www.linkedin.com/company/cisco-partners)) and Google + (<http://cs.co/partnersgplus>) for more event coverage

Social Media Kiosks are located on the 2nd floor next to registration and the 5th floor, directly across from conference room 517c.

See the complete view of all event social media activity with the social dashboard (<https://cisco.dglux.com/ciscops15/>), which can be viewed:

- On any browser (computer or phone/tablet)
- In the Social Media Kiosks
- On digital signage throughout the venue
- In the Virtual Partner Summit browser
- In the event mobile app

# Sessions / Programs Agenda

(Subject to change)

The agenda is accessible from your badge and mobile app. If partners have questions about the agenda please direct them to the following Desk locations:

- Palais des congrès, Level 2, Viger Hall Foyer
- Palais des congrès, Level 5 Foyer

Also, onsite staff identified as "Ambassadors or Docents" will answer questions and direct attendees to sessions and break areas.

Date/Time	Subject	Location
<b>Monday, April 27</b>		
8:00 a.m.–6:00 p.m.	Registration	Palais des congrès Level 2, Viger Hall
9:00 a.m.–5:00 p.m.	Collaboration Lounge	Palais des congrès Level 2, Room 220 C
9:00 a.m.–5:00 p.m.	Executive 1:1 Meetings	Palais des congrès Level 2, 220 DE
9:00 a.m.–10:00 p.m	Approved Auxiliary Meetings/ Events	Various Locations: Refer to Invitation
11:30 a.m.–1:00 p.m.	Lunch	Palais des congrès Room 220 AB
9:00 a.m.–5:00 p.m.	Marketing Velocity (Invitation Only)	Fairmont Hotel, Convention Floor, Hochelaga 1 & 2
5:30 p.m.–7:00 p.m.	APJ Award Reception	Suite 701 Côte de la Place d'Armes
<b>Tuesday, April 28</b>		
7:00 a.m.–6:00 p.m.	Registration	Palais des congrès Level 2, Viger Hall
7:30 a.m.–8:45 a.m.	Breakfast	Palais des congrès Level 2, Room 220 AB
9:00 a.m.–10:30 a.m.	Global General Session	Palais des congrès Level 2, Room 210
11:00 a.m.–12:30 p.m.	Collaboration Lounge	Palais des congrès Room 220 C
11:00 a.m.–12:30 p.m.	Executive 1:1 Meetings	Palais des congrès Level 2, Room 220 DE
11:00 a.m.–1:00 p.m.	Ecosystem Exchanges	Palais des congrès Level 2, 220 C
11:30 a.m.–1:00 p.m.	Lunch	Palais des congrès Level 2, Room 220 AB

1:00 p.m.–3:00 p.m.	Geo Region Breakout Sessions	Palais des congrès Level 5, Various Rooms
3:15 p.m.–5:00 p.m.	Ecosystem Exchanges	Palais des congrès Level 2, Room 220 C
3:30 p.m.–5:00 p.m.	Collaboration Lounge	Palais des congrès Level 2, Room 220 C
3:30 p.m.–5:00 p.m.	Executive 1:1	Palais des Congres Level 2, 220 DE
3:30 p.m.–5:00 p.m.	Marketing Velocity Breakouts	Palais des congrès Level 5, 511 E, 516 and 517 C
3:30 p.m.–5:00 p.m.	US Area Reception – Nationals, Americas Cloud and Managed Services	Palais des congrès Level 5, Room 520CEF
4:00 p.m.–5:30 p.m.	US Area Reception – Central	Palais des congrès Level 5, Room 519AB
4:00 p.m.–5:30 p.m.	US Area Reception – Public Sector	Palais des congrès Level 5, Room 520AB
4:00 p.m.–5:30 p.m.	US Area Reception – South	Palais des congrès Level 5, Room 520D
4:00 p.m.–5:30 p.m.	US Area Reception – West	Palais des congrès Level 5, Room 522ABC
4:00 p.m.–5:30 p.m.	US Area Reception – East	Palais des congrès Level 5, Room 525AB

Please see Aux Meeting Schedule for additional Theater Evening Events and locations.  
<http://iwe.cisco.com/web/global-event-hub/partner-summit-2015>

7:30 p.m.–11:30 p.m.	Canada Evening Event	Scena Old Port Pavilion Jacques-Cartier
7:30 p.m.–11:30 p.m.	LATAM Evening Event	Vieux-Port Steakhouse 39 Saint-Paul Street East

## Wednesday, April 29

7:00 a.m.–8:45 a.m.	Breakfast	
7:30 a.m.–8:30 a.m.	Ecosystem Solution Sessions (3)	
	Power of Partnering in an IoE World	Palais des Congres Level 5, Room 517 C
	Becoming Bold: Practical Steps to Build Your Big Data and Analytics Business	Palais des Congres Level 5, Room 516
	Driving Delightful Customer Experiences To Achieve Business Outcomes	Palais des Congres Level 5, Room 518 ABC
8:00 a.m.–6:00 p.m.	Registration	Palais des congrès Level 2, Viger Hall

9:00 a.m.–10:30 a.m.	Global General Session	Palais des congrès Level 2, Room 210
11:30 a.m.–1:00 p.m.	Lunch	Palais des congrès Level 2, Room 220 AB
11:30 a.m.–1:00 p.m.	Gold and Master Partner Lunch (Invitation Only)	Palais des congrès Level 7, Room 710
11:00 p.m.–5:00 p.m.	Collaboration Lounge	Palais des congrès Level 2, Room 220 C
11:00 p.m.–5:00 p.m.	Executive 1:1 Meetings	Palais des congrès Level 2, Room 220 DE
11:00 a.m.–1:00 p.m.	Ecosystem Exchanges	Palais des congrès Level 2, Room 220 C
1:30 p.m.–5:30 p.m.	Business Transformation Breakout Sessions See Geo Region, Business Transformation, Velocity and Ecosystem Session Section	Palais des congrès Level 5, Various Rooms
5:00 p.m.–6:30 p.m.	Women in Channel Reception (Invitation Only)	Palais des congrès Level 7, Room 720
7:30 p.m.–12:30 a.m.	EMEAR GEO Evening Event	New City Gas 950 Rue Ottawa
6:30 p.m.–10:30 p.m.	APJ & GC GEO Evening Event	Cirque Eloize 417 Rue Berri
7:00 p.m.–11:00 p.m.	Americas GEO Evening Event	Windsor Station 1100 Rue de la Gauchetière Ouest

Thursday, April 30

7:00 a.m.–8:45 a.m.	Breakfast	Palais des congrès Level 2, Room 220 AB
7:30 a.m.–8:30 a.m.	Ecosystem Solution Session: Accelerating Business Value and Outcomes with Connected Analytic	Palais des congrès Level 5, 517 D
8:00 a.m.–3:00 p.m.	Registration	Palais des congrès Level 2, Viger Hall
9:00 a.m.–11:00 a.m.	Global General Session	Palais des congrès Level 2, Room 210
11:30 a.m.–1:30 p.m.	Lunch	Palais des congrès Level 2, Room 220 AB
11:30 a.m.–4:30 p.m.	Collaboration Lounge	Palais des congrès Level 2, Room 220 C
11:30 a.m.–4:30 p.m.	Executive 1:1 Meetings	Palais des congrès Level 2, Room 220 DE
All afternoon	Departures	



Auxiliary Meetings (Invitation Only)

A list of approved auxiliary meetings can be found on the Auxiliary Meetings tab at <http://iwe.cisco.com/web/global-event-hub/partner-summit-2015>. Requests for new meetings during the event will not be accommodated.

Sunday, April 26 : All Day (8:00 a.m.–8:00 p.m.)  
Monday, April 27 : All Day (8:00 a.m.–10:00 p.m.)

Auxiliary Programs will be held at the following hotels unless otherwise contracted. Check your invitation for specific meeting location.

**LE WESTIN MONTRÉAL**  
270, Saint-Antoine Ouest,  
Montréal, Québec H2Y 0A3 Canada

**INTERCONTINENTAL MONTRÉAL**  
360, Saint-Antoine Ouest  
Montréal, Québec H2Y 3X4, Canada

Contact: Angela Schmeits at [aschmeit@cisco.com](mailto:aschmeit@cisco.com)

Marketing Velocity (Invitation Only), Geo Region, Business Transformation and Ecosystem Sessions

Day   Date	Start Time (ET)	End Time (ET)	Session   Function   Activity	Meeting Room
SUN 4/26	4:00 p.m.	8:30 p.m.	Marketing Velocity Registration	Fairmont Hotel, Convention Floor
SUN 4/26	6:00 p.m.	8:30 p.m.	Marketing Velocity Welcome Reception	Fairmont Hotel, Convention Floor, Hochelaga 1 & 2
MON 4/27	7:00 a.m.	8:45 a.m.	Marketing Velocity Breakfast	Fairmont Hotel, Convention Floor, Hochelaga 1 & 2
MON 4/27	7:00 a.m.	5:00 p.m.	Marketing Velocity Registration	Fairmont Hotel, Convention Floor
MON 4/27	8:00 a.m.	6:00 p.m.	PS15 Registration	Palais des congrès, Level 2, Viger Hall
MON 4/27	9:00 a.m.	5:00 p.m.	Executive 1:1 Meetings	Palais des congrès, Level 2, Room 220 DE
MON 4/27	9:00 a.m.	5:00 p.m.	Collaboration Lounge	Palais des congrès, Level 2, Room 220 C
MON 4/27	9:00 a.m.	10:30 a.m.	Marketing Velocity Opening General Session	Fairmont Hotel, Convention Floor, Le Grand Salon & Marquette
MON 4/27	10:45 a.m.	12:15 p.m.	Social Selling and Today's Buyer	Fairmont Hotel, Convention Floor, Jolliet

MON 4/27	10:45 a.m.	12:15 p.m.	New Roles & New Goals for the 2020 Marketing Organization	Fairmont Hotel, Convention Floor, Duluth
MON 4/27	10:45 a.m.	12:15 p.m.	Winning with Words	Fairmont Hotel, Convention Floor, Hochelaga 3
MON 4/27	10:45 a.m.	12:15 p.m.	Tune Your User Experience to Drive Business Outcomes	Fairmont Hotel, Convention Floor, Hochelaga 4
MON 4/27	10:45 a.m.	12:15 p.m.	The Revenue Promise of Predictive Intelligence	Fairmont Hotel, Convention Floor, MacKenzie
MON 4/27	10:45 a.m.	12:15 p.m.	The Brand Advocate Zombies Are Out There, Invite Them In	Fairmont Hotel, Convention Floor, Hochelaga 5 & 6
MON 4/27	12:15 p.m.	1:00 p.m.	Marketing Velocity Lunch	Fairmont Hotel, Convention Floor, Hochelaga 1 & 2
MON 4/27	1:15 p.m.	2:45 p.m.	Social Selling and Today's Buyer	Fairmont Hotel, Convention Floor, Jolliet
MON 4/27	1:15 p.m.	2:45 p.m.	New Roles & New Goals for the 2020 Marketing Organization	Fairmont Hotel, Convention Floor, Duluth
MON 4/27	1:15 p.m.	2:45 p.m.	Winning with Words	Fairmont Hotel, Convention Floor, Hochelaga 3
MON 4/27	1:15 p.m.	2:45 p.m.	Tune Your User Experience to Drive Business Outcomes	Fairmont Hotel, Convention Floor, Hochelaga 4
MON 4/27	1:15 p.m.	2:45 p.m.	The Revenue Promise of Predictive Intelligence	Fairmont Hotel, Convention Floor, MacKenzie
MON 4/27	1:15 p.m.	2:45 p.m.	The Brand Advocate Zombies Are Out There, Invite Them In	Fairmont Hotel, Convention Floor, Hochelaga 5 & 6
MON 4/27	3:00 p.m.	5:00 p.m.	Marketing Velocity Closing General Session	Fairmont Hotel, Convention Floor, Le Grand Salon & Marquette
MON 4/27	11:30 a.m.	1:00 p.m.	Lunch	Palais des congrès, Level 2, Room 220 AB
TUE 4/28	7:00 a.m.	6:00 p.m.	Registration	Palais des congrès, Level 2, Viger Hall

TUE 4/28	7:30 a.m.	8:45 a.m.	Breakfast	Palais des congrès, Level 2, Room 220 AB
TUE 4/28	9:00 a.m.	10:45 a.m.	Global General Session	Palais des congrès, Level 2, Room 210
TUE 4/28	11:00 a.m.	12:30 p.m.	Executive 1:1 Meetings	Palais des congrès, Level 2, Room 220 DE
TUE 4/28	11:00 a.m.	12:30 p.m.	Collaboration Lounge	Palais des congrès, Level 2, Room 220 C
TUE 4/28	11:30 a.m.	1:00 p.m.	Lunch	Palais des congrès, Level 2, Room 220 AB
TUE 4/28	1:00 p.m.	3:00 p.m.	Americas Partner Organization: Be Bold...It's Real!	Palais des congrès, Level 2, Room 210
TUE 4/28	1:00 p.m.	3:00 p.m.	Europe, Middle East, Africa & Russia Geo Region Session	Palais des congrès, Level 5, Room 517 AB
TUE 4/28	1:00 p.m.	3:00 p.m.	Asia Pacific & Japan Geo Region Session	Palais des congrès, Level 5, Room 517 D
TUE 4/28	1:00 p.m.	3:00 p.m.	Greater China Geo Region Session 大中华区分会场会议	Palais des congrès, Level 5, Room 518 ABC
TUE 4/28	3:30 p.m.	5:00 p.m.	Executive 1:1 Meetings	Palais des congrès, Level 2, Room 220 DE
TUE 4/28	3:30 p.m.	5:00 p.m.	Collaboration Lounge	Palais des congrès, Level 2, Room 220 C
TUE 4/28	3:30 p.m.	5:00 p.m.	Marketing Velocity Welcome to the Experience Economy	Palais des congrès, Level 5, Room 516
TUE 4/28	3:30 p.m.	5:00 p.m.	Marketing Velocity Capturing Digital Moments for Competitive Advantage	Palais des congrès, Level 5, Room 517 C
TUE 4/28	3:30 p.m.	5:00 p.m.	Marketing Velocity Breakout: APJ and GC	Palais des congrès, Level 5, Room 511 E
TUE 4/28	5:00 p.m.	10:30 p.m.	Theater / Area Receptions	Times and Locations vary by Theater
WED 4/29	7:00 a.m.	8:45 a.m.	Breakfast	Palais des congrès, Level 2, Room 220 AB
WED 4/29	7:30 a.m.	8:30 a.m.	Power of Partnering in an IoT World	Palais des congrès, Level 5, Room 517 C
WED 4/29	7:30 a.m.	8:30 a.m.	Becoming Bold: Practical Steps to Build your Big Data and Analytics Business	Palais des congrès, Level 5, Room 516
WED 4/29	7:30 a.m.	8:30 a.m.	Driving Delightful Customer Experiences to Achieve Business Outcomes	Palais des congrès, Level 5, Room 518 ABC

WED 4/29	8:00 a.m.	6:00 p.m.	Registration	Palais des congrès, Level 2, Viger Hall
WED 4/29	9:00 a.m.	10:30 a.m.	Global General Session	Palais des congrès, Level 2, Room 210
WED 4/29	11:00 a.m.	5:00 p.m.	Executive 1:1 Meetings	Palais des congrès, Level 2, Room 220 DE
WED 4/29	11:00 a.m.	5:00 p.m.	Collaboration Lounge	Palais des congrès, Level 2, Room 220 C
WED 4/29	11:30 a.m.	1:00 p.m.	Lunch	Palais des congrès, Level 2, Room 220 AB
WED 4/29	11:30 a.m.	1:00 p.m.	Gold Master Partner Lunch	Palais des Congres Level 7, Room 710
WED 4/29	1:30 p.m.	2:30 p.m.	Winning Together: Reach New Markets with ISVs in the Cisco Partner Ecosystem	Palais des Congrès, Level 5, Room 517 D
WED 4/29	1:30 p.m.	2:30 p.m.	Making the Intercloud Real for Your Customers	Palais des Congrès, Level 5, Room 517 AB
WED 4/29	1:30 p.m.	2:30p.m.	Capture Your Share of the Multi-Billion Dollar IoT and IoT Market Opportunity	Palais des Congrès, Level 5, Room 516
WED 4/29	1:30 p.m.	2:30 p.m.	Enterprise Networking Opportunities in 2015 and Beyond	Palais des Congrès, Level 5, Room 517 C
WED 4/29	2:45 p.m.	3:45 p.m.	Collaboration Now	Palais des Congrès, Level 5, Room 517 C
WED 4/29	2:45 p.m.	3:45 p.m.	Grow and Win Across the Customer Lifecycle with Cisco Software	Palais des Congrès, Level 5, Room 516
WED 4/29	2:45 p.m.	3:45 p.m.	Thrive in Today's World: Marketing and Selling During the Revolution	Palais des Congrès, Level 5, Room 517 D
WED 4/29	2:45 p.m.	3:45 p.m.	Redefine the Power of IT with Cisco Application Centric Infrastructure	Palais des Congrès, Level 5, Room 517 AB
WED 4/29	4:00 p.m.	5:00 p.m.	Cisco's Policy Architected Data Center	Palais des Congrès, Level 5, Room 517 C
WED 4/29	4:00 p.m.	5:00 p.m.	Expand your Depth and Breadth in Cloud, Software, and Services with Cisco Partner Programs	Palais des Congrès, Level 5, Room 517 D
WED 4/29	4:00 p.m.	5:00 p.m.	Profit and Grow with Services for End to End Customer Success	Palais des Congrès, Level 5, Room 517 AB

WED 4/29	4:00 p.m.	5:00 p.m.	Why You Should Lead with Security	Palais des Congrès, Level 5, Room 516
WED 4/29	5:00 p.m.	6:30 p.m.	Women in Channel Reception (By Invitation Only)	Palais des congrès, Level 7, Room 720
WED 4/29	7:00 p.m.	11:00 p.m.	Geo Region Celebration Event: Americas	Windsor Station 1100 Avenue des Canadiens des Montréal
WED 4/29	6:30 p.m.	10:30 p.m.	Geo Region Celebration Event: Asia Pacific, Japan & Greater China	Cirque Eloize 417, rue Berri Montréal H2Y 3E1 Québec, Canada
WED 4/29	7:30 p.m.	11:30 p.m.	Geo Region Celebration Event: Europe, Middle East, Africa & Russia	New City Gas, 950 Rue Ottawa
THU 4/30	7:00 a.m.	8:45 a.m.	Breakfast	Palais des congrès, Level 2, Room 220 AB
THU 4/30	7:30 a.m.	8:30 a.m.	Accelerating Business Value and Outcomes with Connected Analytics	Palais des congrès, Level 5, Room 517 D
THU 4/30	8:00 a.m.	3:00 p.m.	Registration	Palais des congrès, Level 2, Viger Hall
THU 4/30	9:00 a.m.	11:00 a.m.	Global General Session	Palais des congrès, Level 2, Room 210
THU 4/30	11:30 a.m.	1:30 p.m.	Lunch	Palais des congrès, Level 2, Room 220 AB
THU 4/30	11:30 a.m.	4:30 p.m.	Executive 1:1 Meetings	Palais des congrès, Level 2, Room 220 DE
THU 4/30	11:30 a.m.	4:30 p.m.	Collaboration Lounge	Palais des congrès, Level 2, Room 220 C

## Executive 1:1 Meetings

Located: Palais des congrès, Level 2, Room 220 DE

Meeting requests were approved prior to the event. Onsite requests will be evaluated on a case-by-case basis. If partners or PAMs have questions, please direct them to the Executive 1:1 Main Check-in Desk located in room 220 DE or to send an email to [ps15execmeetings@external.cisco.com](mailto:ps15execmeetings@external.cisco.com).

## Geo Region and Theater Evening Events

### US Area Receptions

Tuesday, April 28 at 3:30 p.m.-5:00 p.m. and 4:00 p.m.-5:30 p.m.

Palais des congrès, Level 5

### Canada Reception

Tuesday, April 28 at 7:30 p.m.-11:30 p.m.

### Scena

Old Port

Pavilion Jacques-Cartier, Jacques-Cartier Quay

### LATAM Reception

Tuesday, April 28 at 7:30 p.m.-11:30 p.m.

### Vieux-Port Steakhouse

39 Saint-Paul Street East

Montréal, Québec

H2Y 1G2

See Aux Meeting Schedule for additional Theater Evening Events and locations.

<http://iwe.cisco.com/web/global-event-hub/partner-summit-2015>

## Geo Region Evening Events (Invitation Only)

### Americas Evening Event

Wednesday, April 29 at 7:00 p.m.-11:00 p.m.

### Windsor Station

1100 Rue de la Gauchetière Ouest,

Montréal, Québec H3C 1B3, Canada

### APJ & GC Evening Event

Wednesday, April 29 at 6:30 p.m.-10:30 p.m.

### Cirque Eloize

417 Rue Berri,

Montréal, Québec H2Y 4A1, Canada

### EMEAR Evening Event

Wednesday, April 29 at 7:30 p.m.-12:30 a.m.

### New City Gas

950 Rue Ottawa,

Montréal, Québec H3C 1S4, Canada

## Global Awards Reception (Invitation Only)

At this exclusive reception, partners are recognized for key achievements by Cisco executives and fellow award-winning partners.

Tuesday, April 28 at 5:30 p.m.-7:00 p.m.

Location: Phi Centre 407 Rue Saint Pierre, Montréal, Québec H2Y 2M3, Canada

## Global General Session

Our executives will share with partners Cisco's vision, technology innovation, channel strategy, and firm commitment to be the most partner-centric organization in the IT industry.

Keynote Speakers include:

**John Chambers**, Chairman and Chief Executive Officer, Cisco

**Bruce Klein**, Senior Vice President, Worldwide Partner Organization, Cisco

**Rob Lloyd**, President, Development and Sales, Cisco

**Chuck Robbins**, Senior Vice President, Worldwide Field Operations, Cisco

Keynote Guest Speaker: **Steve Kotler**, Author and Award-Winning Journalist, Guest Speaker

## Gold and Master Partner Lunch (Invitation Only)

Gold Partners and Master Certified Partners are invited to an exclusive lunch with Cisco executives as recognition for their continued commitment to Cisco. John Chambers will be available for a special Q&A session.

Wednesday, April 29 from 11:30 a.m.-1:00 p.m.

Location: Palais des congrès, Level 7, Room 710

## Press and Industry Analyst

It is important that Cisco shares its vision and strategy with press and analysts to drive channel partner profitability and competitiveness. As key market influencers, they play a significant role in building Cisco's brand and communicating relevant information about Cisco to the market.

Only official Cisco spokespeople should speak with the press and analysts.

If you are not a Cisco spokesperson:

- Simply state that you are not a Cisco spokesperson and direct the press or analyst to event staff. GPJ's James Davis will be onsite and available by radio from the Information Desks

If you are a Cisco spokesperson, please remember 'everything is on the record.' Please follow these important directions:

- Don't lie or exaggerate about product claims, customer adoptions or financial data.
- Do not assume a journalist knows our products; don't assume anything about the degree of their technical knowledge. Ask to learn more.
- Don't divulge confidential information, including information on unannounced products, company partnerships or financial data.
- Don't let a journalist 'put words in your mouth.'
- Don't let untrue, unfair or incorrect statements stand unchallenged. But don't get defensive or emotional-think of your role as that of an educator.
- Don't repeat a negative statement-it then becomes a quote.
- Don't answer questions about a competitor's products or criticize the competition.
- Don't speak outside your area of expertise. It's okay to say that you don't know. But offer to find out the answer and to get back to the journalist, and then do.

- Don't speak 'off the record'—nothing is off the record.
- Don't say 'no comment.' Instead say "I'm not at liberty to discuss that at this time."
- Only discuss public information.
- Anything you say to press and industry analysts is fair game for quotation and reference.
- Never say anything that you would be uncomfortable seeing attributed to you on the front page of a newspaper.

### **Press and Industry Analyst Executive 1:1 Meetings**

For questions about meetings, please direct them to the Press and Industry Analyst Information Desk outside the Press and Industry Analyst Work Room, located on Level 5, 524 AB

### **Press and Industry Analyst Work Room**

The Press and Industry Analyst Work Room Serves as local office to press and industry analysts. Level 5, 524 AB

Monday, April 27: 11:30 a.m.–2:00 p.m.

Tuesday, April 28: 7:30 a.m.–5:00 p.m.

Wednesday, April 29: 7:30 a.m.–6:00 p.m.

Thursday, April 30: 7:30 a.m.–1:30 pm

### **Women in Channels Reception (Invitation only)**

The Partner Summit Women in Channels Reception provides an opportunity where women in channels can share insight, invest in self-development, network for personal and professional growth and celebrate success. The reception will be hosted by Diane Gongaware, Cisco's Senior Director of the Public Sector Partner Organization. Our speaker will be Fran Katsoudas, Cisco's SVP of Human Resources. An invitation will be sent to Cisco employees, director level and above; and all female partners. Pre-Registration is required.

Wednesday, April 29 from 5:00 p.m.–6:30 p.m.

Location: Palais des congrès, Level 7, Room 720

Host: Diane Gongaware, Senior Director of the Public Sector Partner Organization, Cisco

Speaker: Fran Katsoudas, Senior Vice President of Human Resources, Cisco



# Logistics / Housekeeping

## Airport Information

Montréal Pierre Elliott Trudeau International Airport (YUL) is located approximately 25 minutes from the convention center and Partner Summit 2015 hotels. Those flying back to the United States or countries other than Canada will pass through customs in Montréal rather than when they arrive home. International travelers are encouraged to depart for the airport at least 3 hours prior to their flight time.

## Ambassador & Docent Staffing Program

### Ambassador and Docent Staff:

- The Ambassadors serve at Breakout Sessions (as Room Monitors), General Sessions Ushers, Greeters, Directionals, Meals & Breaks, administrative-assistant support, Special Events support, and other staffing solutions / requirements. They assist and support the on-site management teams throughout the event.
- They are easily identifiable by their blue, event branded AMBASSADOR shirts with black pants & black shoes.
- Docents can be identified by their uniform of
  - Men: Black pants, black shirt, black vest and light blue bow tie
  - Women: Black skirt, black blazer, black shirt and light blue scarf
  - All docents will be equipped with iPads for easy access to show information

### Staffing Details:

- Connect with Bo Mendoza, GPJ, (on radio) for any on-site staffing operations and solutions.
- Schedules, breaks, meals, check-in & check-out processes are managed by Bo Mendoza through the agency supervisors.
- Area Event Managers to provide event-specific information, roles/responsibilities expectations, plot/placement, etc. to set-up the team for success.
- Staffing goal: to deliver strong customer service.
- The Ambassadors are:
  - Committed in creating powerful impressions.
  - Purposeful in developing impacting relationships.
  - Intentional in delivering significant results.

### On-site Staffing Operations Management Team (OSOM-Awesome Team):(on radio)

Name	Area
Bo Mendoza	Senior Event Staffing Manager, GPJ
Sarah Kestenberg	Agency Representative, Drake International

### Ambassador Office:

Room	Venue	Date
511 AD	Palais des Congrès	April 24-30

### Ambassador On-boarding Sessions: Sunday, April 26

Group	Location	Time
Overall	520 AB	12:00 p.m.-6:00 p.m.
Room Monitors & GS Ushers	520 AB	5:00 p.m.-5:45 p.m.
Special Support	520 AB	5:00 p.m.-5:45 p.m.
Registration Team	Registration Counters	5:00 p.m.-5:45 p.m.

**Badges**

For security purposes, attendees must wear their badge at all times during the conference, including evening social events. In addition, a government issued photo identification is required for all evening events.

To help identify partners and employees by geo region, lanyards are color-coded as follows:

EMEAR	APJ/GC
Americas	Other

Badge Color

To help identify partners and employees by geo region, badges are color-coded as follows:

Partner	Executive
Gold Partner	Cisco
Analyst	Special Access
Press	External Speaker
Conference Staff (Cisco & Vendors)	

To provide additional recognition to Global Award winners and speakers, ribbons will be added to badges as follows:

Colors

Global Award – Burgundy and Gold  
Speaker – Navy and Silver



**Business Center**

The Palais des congrès does not have a business center within the Convention Center, but the following company, located just beside the Esplanade (the trees outside of Hall Viger), can accommodate business center needs during weekday business hours.

MP Repro

210, rue de la Gauchetière O.  
Montréal, (Québec) H2Z 2A2  
Tél. (514) 861-8541  
Fax : (514) 861-6445

Hours: Monday – Friday 8:00 a.m.–6:00 p.m.

Contact : [gillesh@mpphoto.com](mailto:gillesh@mpphoto.com) <http://www.mpphoto.com>

**Coat Check**

A bag and coat check, staffed by Palais des congrès employees, will be open on Level 2 in the Viger Hall Foyer during the following hours:

Sunday, April 26:	8:00 a.m.–6:00 p.m.
Monday, April 27:	7:30 a.m.–6:00 p.m.
Tuesday, April 28:	6:30 a.m.–6:00 p.m.
Wednesday, April 29:	6:30 a.m.–7:30 p.m.
Thursday, April 30:	6:30 a.m.–5:30 p.m.

**Collaboration Lounge**

Meet with partners and colleagues in a comfortable, casual setting.

Location: Palais des congrès, Level 2, Room 220 C

Hours:

Monday, April 27:	9:00 a.m.–5:00 p.m.
Tuesday, April 28:	11:00 a.m.–12:30 p.m. and 3:30 p.m.–5:00 p.m.
Wednesday, April 29:	11:00 a.m.–5:00 p.m.
Thursday, April 30:	11:30 a.m.–4:30 p.m.

Inside the Collaboration Lounge is a dedicated area for Ecosystem Exchanges. Here we will have Solution Partners available to connect with other Cisco Partners offering brief, 15 minute meetings to share offers, value proposition, and engagement and agree on potential next steps.

**Dress Code**

Business casual attire is appropriate for meetings and evening functions (please do not wear athletic shoes). GPJ, Lanyon and Ambassador Staff will be in uniform. GPJ staff will be in light blue shirts, and the temporary staff will be in royal blue long sleeved tee shirts with the word “Ambassador” displayed on the back of the shirt. Partner Summit docent staff will be wearing black uniforms with a light blue bow tie or scarf.

Wear your conference badge at all times – no badge, no go!

**Employee Lounge**

The Employee Lounge is available only to Cisco employees. Free wireless access is available, but no phones so please bring your cell phone. IBM support staff will be onsite to assist with technical issues. Location: Palais des congrès, Level 5, Room 513F

**Evaluations**

Please encourage partners to complete the online evaluation forms to help us continue to deliver relevant and compelling partner experiences. The evaluations will be in the Partner Summit mobile application and emailed to the partners after each session.

- General Session Evaluations– deployed after the session ends on Tuesday, Wednesday, and Thursday after the session ends. Geo Region and Breakout Session Evaluations– deployed after each session ends on Tuesday and Wednesday. Overall Event Evaluation– deployed after the general session ends on Thursday via email ONLY

As an incentive for partners to submit General Session Evaluations, we offer the opportunity to win 1 of 3 DX80’s through a random draw each day. To qualify partners need to complete the general session evaluation Tuesday through Thursday for a chance to win. Employees are not eligible for gifts.

**Guests, Spouses, and Families**

Guests are not permitted at Partner Summit this year. No guest badges will be given out.

Hotels

Hotel Cancellation Policy: Cancellation policy requires a 72-hour cancellation notice. If you do not cancel within the cancellation period, you will be charged feeds for one night (room and tax) by the hotel on the credit card provided during registration.

(See hotel map in appendix)

- |   |  |
|---|--|
| 1. Embassy Suites Montréal<br>208 St Antoine Ouest<br>Montréal, Québec H2Y 0A6<br>(514) 288-8886<br>Rate: \$ 179                  | 7. Le Saint Sulpice Hôtel Montréal<br>1680 Rue Saint-Denis<br>Montréal, Québec H2X 3K6<br>(514) 844-9458<br>Rate: \$ 179                 |
| 2. Fairmont-The Queen Elizabeth<br>900 Boulevard René-Lévesque Ouest<br>Montréal, Québec H3B 4A5<br>(514) 861-3511<br>Rate: \$189 | 8. Montréal Marriott Chateau Champlain<br>1050 Rue de la Gauchetière Ouest<br>Montréal, Québec H3B 4C9<br>(514) 878 9000<br>Rate: \$ 179 |
| 3. Bonaventure Hotel Montréal<br>900 Rue de la Gauchetière Ouest<br>Montréal, Québec H5A 1E4<br>(514) 878-2332<br>Rate: \$ 179    | 9. Omni Mont Royal<br>1050 Rue Sherbrook Ouest<br>Montréal, Québec H3A 2R6<br>(514) 284-1110<br>Rate: \$ 197                             |
| 4. Hyatt Regency Montréal<br>1255 Rue Jeanne-Mance<br>Montréal, Québec H5B 1E5<br>514) 982-1234<br>Rate: \$ 199                   | 10. W Hotel<br>901 Square Victoria<br>Montréal, Québec H2Z 1R1<br>(514) 395-3100<br>Rate: \$ 229   |
| 5. InterContinental<br>360 Rue Saint Antoine Ouest<br>Montréal, Québec H2Y 3X4<br>(514) 987-9900<br>Rate: \$ 209                  | 11. Le Westin Montréal<br>270 Saint-Antoine Ouest<br>Montréal, Québec H2T 0A3<br>(514) 380-3333<br>Rate: \$ 209                          |
| 6. Le Centre Sheraton<br>1201 Boulevard René-Lévesque West<br>Montréal, Québec H3B 2L7<br>(514) 878-2000<br>Rate: \$ 169          |  |

**Information Desks**

Information desks are located in the Palais des congrès, Level 2 and Level 5 Foyers.

**Material Handling / Shipping**

Contact Tim O'Conner for questions related to shipping or missing packages. Tim can be reached by radio.

**Meals Schedule**

Attendee meals-location: Palais des congrès, Level 2, Room 220 AB

- See Agenda for Dates and Times

Staff meals location: Palais des congrès, Level 5, Room 512 ABCEFG

Staff Meal Schedule:

Saturday, April 25 and Sunday, April 26

Breakfast: 7:00 a.m.-9:00 a.m.

Lunch: 11:00 a.m.-2:00 p.m.

Dinner: 4:30 p.m.-7:30 p.m.

Monday, April 27 through Thursday, April 30

Breakfast: 6:00 a.m.-9:00 a.m.

Lunch: 11:00 a.m.-2:00 p.m.

Dinner: 4:30 p.m.-7:30 p.m.

**Metro**

The Palais des Congrès is located at the Place-d'Armes metro station. Directions at the metro exit will guide you to our installations.



Mobile Application

We encourage partners and attendees to download the event mobile app to access their personalized schedule, connect with peers, and view conference materials. Download at [bit.ly/ps15mobile](http://bit.ly/ps15mobile) Once in the Cisco Events app, look for Cisco Partner Summit 2015 in the featured section.

App Includes:

- Personalized agenda
- Sessions scheduler
- Speaker details
- Ecosystem Exchanges
- Social media channels and social dashboard
- Session evaluations
- Maps
- General Information
- Local Guide
- Global Award Winners

Parking

There are several parking areas at or near the Palais des Congrès, including:

- Indoor parking lot (400 spots) on Chenneville Street, via Viger Ave
- Indoor parking lot (1,200 spots) accessible via St. Antoine Street

Parking rates Palais des Congrès, 1025 rue Chenneville:

Every 20 minutes	\$4.00 CAD
Maximum for 12 hours	\$21.00 CAD
Maximum for 24 hours	\$22.00 CAD
Flat rate for certain events	\$21.00 CAD

Payments accepted : cash, VISA, MasterCard

All applicable taxes included. All prices are in Canadian dollars and subject to change without notice.

Parking rates Quartier International of Montréal (QIM), 249 Saint-Antoine West:

Every 20 minutes	\$4.00 CAD
Maximum for 12 hours	\$19.00 CAD
Maximum for 24 hours	\$24.00 CAD
Flat rate for certain events	\$22.00 CAD

Payments accepted: Cash, VISA, MasterCard

All applicable taxes included. All prices are in Canadian dollars and subject to change without notice.

## Presentation Handouts / Materials

Video recordings of the sessions will be available in the Cisco Virtual Partner Summit environment at [www.cisco.com/go/vps](http://www.cisco.com/go/vps) and Sales Connect no later than 24 hours after the live presentation. Presentation files will be posted in both locations by the following Friday, May 8. No printed materials are permitted in room.

## Radios

If you are a member of the event core team or a Geo Region team, please pick up a radio at the Staff Office located in room 510ABC in the Palais des Congrès beginning on Friday, April 24. Each radio will be programmed with your first and last name. Please limit your use to brief updates and to answer questions.

A technician will be in the Staff Office to provide training and technical support.

## Simultaneous Translation

The official language of the conference is English. Translation service is provided in Japanese and Mandarin for all Global General Sessions. For the Geo Region Sessions on Tuesday afternoon, translation is provided in Japanese for Asia Pacific and Spanish and Portuguese for The Americas. Translation is not provided for the Business Transformation Sessions.

## Speaker Ready Room

### Key Contacts:

BT Sessions: Melissa Fisher, [melfishe@cisco.com](mailto:melfishe@cisco.com), (916) 521-4161

ES Sessions: Cara Crippen, [ccrippen@cisco.com](mailto:ccrippen@cisco.com), (919) 601-2896

VPS Dialogs: Marisa Garamendi, [mgaramen@cisco.com](mailto:mgaramen@cisco.com), (415) 971-8529

Location: Palais des Congrès Level 5, Room 511 C

### Hours:

Monday, April 27: 8:30 a.m.–6:30 p.m.

Tuesday, April 28, 8:30 a.m.–7:30 p.m.

Wednesday, April 29: 6:00 a.m.–5:00 p.m.

- \* Please note that these hours are subject to change based on final tech run-through schedule and event agenda. Hours will be posted on the Speaker Ready Room door daily. The Speaker Ready Room is for Breakout Sessions needing graphic artist support to make final, simple edits. Speaker Ready room is not equipped to edit video or author DVD material. Photoshop, flash and any other design software edits must be completed before coming on site. If you have any questions please see contacts above.

## Speaker Rehearsal Schedule and Breakout Demo Technical Rehearsals

Onsite speaker rehearsals and breakout demo technical rehearsals for the Business Transformation Sessions (BT), Ecosystem Sessions (ES), and VPS Dialogs Sessions have been scheduled and communicated to all relevant attendees and support teams via Outlook. Questions relating to BT/ES speaker rehearsals and demo rehearsals can be directed to [melfishe@cisco.com](mailto:melfishe@cisco.com), (916) 521-4161. VPS Dialog Rehearsals to [mgaramen@cisco.com](mailto:mgaramen@cisco.com), (415) 971-8529.

Transportation

Transportation will be provided from select Cisco Partner Summit hotels to the Palais des Congrès, starting on Monday. It will also be provided to the Geo Region Evening Events from select hotels. Refer to signage posted in the hotel lobby for instructions.

(See appendix for route map)

Schedule of service:

Day	Time	Shuttle Rotation
Monday, April 27:	8:30 a.m.–3:30 p.m.	Every 30 minutes
Tuesday, April 28:	7:45 a.m.–6:00 p.m.	Every 8-12 minutes
	(Except for 10:00 a.m.–4:00 p.m. which is every 30 minutes)	
Wednesday, April 29:	7:45 a.m.–6:00 p.m.	Every 8-12 minutes
	(Except for 10:00 a.m.–3:00 p.m. which is every 30 minutes)	
Thursday, April 30:	7:45 a.m.–5:00 p.m.	Every 8-12 minutes
	(Except for 12:00 pm–5:00 pm, which is every 30 minutes)	

Airport Transportation:

Taxis are readily available and are located on the arrivals level. The fare is a \$40 CAD fixed rate, not including gratuities, which are at the passenger’s discretion. Limousines are also available and range between \$55–\$60 CAD before gratuity).

The 747 bus line service runs 24 hours a day, 7 days a week, between the Montréal-Trudeau airport and the central bus station (Gare d’autocars de Montréal–Berri–UQAM métro station). The fare is \$10 for unlimited travel throughout the STM bus and métro network and is valid for 24 consecutive hours. Fares can be purchased from the automated dispensers on the international arrivals level. The \$10 fare can also be paid in cash with exact change on board the bus. Only coins are accepted (no bank bills).

Weather

At the end of April, you can expect temperatures in the mid-50 degree Fahrenheit range during the day and mid-to-high 40’s at night. Visitors should have a light jacket. Dressing in layers is recommended if you leave early in the morning and return to your hotel at the end of the day/evening. For more accurate forecasts please visit: <http://www.theweathernetwork.com/weather/canada/quebec/Montréal>



# Contacts

## Primary Event Management Contacts

First	Last	Email	Title   Role	Cell Phone
Alex	Sapiz	alsapiz@cisco.com	Global Sales Events and Talent (GSET) Lead	1 650 483 1667
Stacy	Glavinos	sglavino@cisco.com	WWPO Program Lead	1 408 410 2153
Tina	Mena	tmena@cisco.com	Operations Manager	1 415 259 8517
Renee	Swenson	reswenso@cisco.com	Operations Onsite Lead	1 310 403 4647
Kate	Azevedo	kkerley@cisco.com	Americas Lead	1 303 241 1653
Amber	McGregor	amcgrego@cisco.com	Canada Lead	1 416 524 2242
Odette	Latapi	olatapi@cisco.com	LATAM Lead	522291208174
Laurie	Kovarik	lkovarik@cisco.com	US	1 919 889 9028
Shawna	Jimenez	shjimene@cisco.com	US	1 714 390 0830
Coco	Soto	cesoto@cisco.com	EMEAR Lead	1 813 810 2540
Michele	Whalen	micwhale@cisco.com	EMEAR	1 941 685 1045
Erlin	Jansen	erjansen@cisco.com	APJ &GC Lead	65 9681 2221
Joy	Qu	joyqu@cisco.com	APJ &GC	86 13 91009 4232
Michelle	Tan	mtanaili@cisco.com	APJ &GC	65 97211733
Linda Bee Hoon	Yap	lyap@cisco.com	APJ &GC	65 9627 4717

## GPJ Contacts

First	Last	Email	Title/Role	Work	Cell
Bo	Mendoza	bo.mendoza@gpj.com	Staffing Manager	(650) 226-0735	(480) 655-4343
Brynne	Roberson	Brynne.Roberson@gpj.com	Overall Special Events Manager	(650) 226-0645	(415) 420-0994
Christie	Ward	christie.ward@gpj.com	Event Manager- SE-CANADA, LATAM		(415) 971-7291
Claire	Jacquillat	Claire.Jacquillat@gpj.com	Measurement Strategy		(617) 898-8688
David	Rich	david.rich@gpj.com	Cisco Global Account Executive	(617) 535-9822	(508) 736-2268
Don	Kobayashi	Don.Kobayashi@gpj.com	Interim Director of Special Events; Technical Director	(650) 226-0734	(949) 212-6210

Geng	Giminski	Geng.Giminski@gpj.com	Event Manager Onsite #9-Security	(650) 226-0658	(408) 668-4099
Jack	Derusha	jack.derusha@gpj.com	Executive Management	(650) 226-0770	(650) 863-1887
James	Davis	James.Davis@gpj.com	Press & Analysts Program Lead	(774) 219-1530	
Jennifer	Lawson	Jennifer.Lawson@gpj.com	Director of SE		(714) 609-7675
John	Simpson	John.Simpson@gpj.com	Event Manager- Special Events #3-Global Events Support (Americas)	(650) 226-0600	(408) 307-1952
Jonathan	Seto	jonathan.seto@gpj.com	Event Manager- Special Events #1 9Global Events Support APJC)	65 6690 0452	65 9362 5623
Katie	Stern	Katie.Stern@gpj.com	Program Director	(650) 226-0721	(407) 967-1858
Kayla	Weaver	kayla.weaver@gpj.com	Special Events Specialist	(650) 226-0644	(909) 472-5340
Kimberly	Mathie	Kimberly.Mathie@gpj.com	Operations Lead	(650) 226-0863	(408) 931-4719
Lee	Avery	Lee.Avery@gpj.com	F&B Lead	(408) 529-7239	
Lilybeth	FlorCruz	lilybeth.florcruz@gpj.com	Housing Manager	(650) 226-0668	(650) 455-3226
Linda	Yu	linda.yu@gpj.com	Event Manager Onsite #2-Zone #1 (Exec 1:1 & Lounges)	(650) 226-0712	
Marcelle	Hampton	marcelle.hampton@gpj.com	Executive Management	(650) 226-0765	(650) 619-3983
Rachelle	Platis	rachelle.platis@gpj.com	Special Events- Production Assistant	(650) 226-0671	(760) 685-6835
Renee	Seixas	reneeseixas@gmail.com	Special Events-#1A GSPO Manager (main)		(408) 504-4566
Roberto	Miranda	roberto_m_miranda@ yahoo.com	Event Manager-SE Support-(main)		(510) 909-6811
Ryanne	Haught	ryanne.haught@gpj.com	Event Services Specialist	(650) 226-0667	(650) 520- 4886
Sherry	Luse Longden	sherluse@hotmail.com	Geo VIP Program	(619) 847-4855	
Susana	Munoz	smzsf@aol.com	Event Manager Onsite #11-F&B Onsite Support #2	(415) 516-8556	
Tim	Dempsey	tim.dempsey@gpj.com	Overall Program Strategy	(650) 226-0654	(978) 273-4888

Tim	O'Connor	tim.oconnor@gpj.com	Freight/Fulfillment/ Storage Manager	(310) 965-4480	(310) 994-0234
Tom	Bercu	me@ tombercupresents.com	Event Manager- Special Events #2 (Global Events Support EMEAR)	(323) 874-4339	(415) 652-3652
Yen	Tsutsumi	yen.tsutsumi@gpj.com	Special Event and Overall Operations Support	(650) 226-0670	(408) 425-1063

Contacts - External Partners

First	Last	Company	Email	Role	Work	Cell
Malia	Okita	Freeman	malia.okita@ freemanco.com	Account Manager	650 878 6064	415 533 6700
Desiree	Moncton	IVC	dmontcton@iv.com	Account Director	925 280 7847	510 928 3733
John	O'Brien	IVC	jobrien@iv.com	Main Tent Senior Producer	925 280 7829	925 381 2231
Lisa	Taylor	IVC	ltaylor@iv.com	Overall Producer	925 280 7831	925 699 3634
Pam	Sette	IVC	psette@iv.com	Project Manager- Main Tent, APJC, BT	925 280 7844	925 683 2670
Talia	Leyva	IVC	tleyva@iv.com	Producer-Geo Region, BT, GMPL, Global Awards	925 280 7885	925 918 3343
Linda	Archer	Jaguar	linda@ jaguardesignstudio.com	Environment Design & Signage	831 662 9991	831 332 4544
Ryan	Berling	Seat Planners	ryanberling@ seatplanners.com	Sr. Operations Manager- Transportation	619 237 9434	619 921 3096

# Security

## Emergency Procedures

- Medical Emergency
- First Aid Locations
- Local Hospital / Medical Clinic Information
- 24 Hour Pharmacy
- Security Assistance
- Lost & Found
- DHS Crisis Response Program
- Emergency Evacuation Protocol
- Fire
- Bomb Threat
- Power Failure
- Earthquake
- Extreme Weather
- Phone Tree for Escalating Issues
- Contact List
- Cisco Human Resources Connections
- Cisco Systems HR Procedures
- Cisco Medical Benefits Abroad
- General Security Tips

Cisco Global Protective Services (GPS) will monitor and assess risk on a daily basis. Kyle Christensen, GPS Manager, will be the direct point of contact for all emergencies / escalation issues, and will manage the event safety and security process.

From the event start to the end, there will be a first aid office staffed with an EMT

## Medical Emergency

### Action:

- Notify
1. Palais des congrès de Montréal Security: 514-871-3141
  2. Palais des congrès de Montréal Dispatch: 514-838-5198 (Security Chief on duty)
  3. Kyle Christensen via Mobile – 408-612-1725
  4. Westin Hotel Security- 514-380-3333 (if applicable)
  5. Intercontinental Hotel Security- 514-987-9900 (if applicable)

### Procedure:

- The EMT will respond immediately to requests for medical assistance
  - The EMT will notify Kyle Christensen regarding the action taken
  - The EMT will make the determination if Mobile Intensive Care Unit (MICU) or Ambulance response is required
  - Cisco Event personnel will report all medical emergencies to the EMT and in no descending order: Kyle Christensen, Palais des Congrès de Montréal security staff and/or the Cisco Event Manager.
  - Cisco representatives will facilitate the retrieval of emergency contact information for the person(s) requiring MICU or Ambulance service
  - Kyle Christensen will assist the injured and/or ill individual with notification of their respective emergency contact person(s)
  - Kyle Christensen will brief Cisco Event Manager regarding the incident
  - Injuries / medical incidents involving Cisco Employees will be reported to Cisco Human Resources / Employee Relations for appropriate notification protocol
- Palais des Congrès de Montréal Security**

For any medical emergency in the Palais des congrès, dial 514-871-3141 or 555 on any an internal phone in the center. Notify the Palais des Congrès de Montréal Staff, and Kyle Christensen at mobile (408) 612-1725. Everywhere else in the city, dial 911 to reach out to the police services.

## First Aid Locations

Palais des Congrès—Mezzanine level, room 338  
(Third Floor)

## Local Hospital Information

The nearest hospital is Hospital Chinois. If there is an extreme medical situation – do not instruct attendee to drive. Call for Palais des Congrès de Montréal Staff immediately. Kyle Christensen and/or Palais Security staff will manage the incident and facilitate the reporting process.

### CHUM / 3t-Luc Hospital

1058 Saint-Denis Street  
(corner of René-Lévesque Street), Montreal

(514) 890-8000

### Hospital Notre Dame

1560 Sherbrooke St E  
Montréal, Québec H2L 4M1

(514) 890-8000

### Hospital Chinois de Montréal

189 Avenue Viger E  
Montréal, Québec H2X 3Y9

(514) 871-0961

### Nearest Pharmacy

#### **Pharmacie affiliée**

(270 meters away from Palais)  
995 Boul St-Laurent  
Montréal, Québec H2Z 1J4

(514) 954-8867

Pharmacy hours: 10am-7pm

#### **Kourdi Mireille (Pharmacy)**

(500 meters away from Palais)  
380 Rue St Antoine Ouest  
Montréal, Québec H2Y 3X7  
(514) 987-1581

## Security Assistance

### Action:

- Requests or requirements for security assistance will be communicated to Kyle Christensen, Cisco Global Protective Services, via mobile at 408-612-1725.

### Procedure:

- Whether involving undesirables, civil disturbance, etc., Palais des Congrès de Montréal Security and/or Westin/Intercontinental Hotel Security will respond immediately. Palais des Congrès de Montréal Security will communicate directly with local law enforcement if the need arises.

## Lost and Found

- Lost & Found items are to be turned into the event staff office during the conference.
- Palais des Congrès de Montréal Security will log the item details and contact Kyle Christensen at the end of the day for the reporting of lost and found items.
- At times, Cisco core team personnel will facilitate retrieval and returning of lost items if the owner is determined prior to security intervention.
- At the end of the event, Palais des Congrès de Montréal Security will turn in all unclaimed items to the Palais des Congrès de Montréal security staff.
- Palais des Congrès de Montréal lost and found can be reached at 514-871-3141 from 9:30am-5pm, 7 days a week. Our security Operations center can also be reached by email at: [co-securite@congresmtl.com](mailto:co-securite@congresmtl.com)

DHS Crisis Response Program

United States Department of Homeland Security (DHS) National Terrorism Advisory System (NTAS):

The Department of Homeland Security (DHS) has recently revised their system by removing the color coded threat level identifiers and incorporating a notification process when information regarding a specific threat exists, also known as NTAS.

Response to DHS Threat Notifications:

This process will follow the rules and procedures of the Incident Command System (ICS). ICS is the internationally adopted process for assessing, responding and managing critical or acute emergency situations or crises. Upon receipt of a notification from DHS, Kyle Christensen will notify members of the Event Crisis Management Team (ECMT). The team consists of:

Team Members	Position	Contact Information
Kyle Christensen	Incident Commander	Mobile +1 408 612 1725
Renee Swenson	Event Manager	Mobile +1 310 403 4647
Judy Botelho	HR/ER	Mobile +1 408 930 6581
Nigel Glennie	Crisis Communications	Mobile +1 415 298 4424

Emergency Evacuation Protocol

- If for any reason the facility or one part of the facility must evacuate, instructions will be announced via the facility’s public address system.
- Once the announcement occurs, please exit quickly but calmly following the directions of the public announcement.
- Palais des Congrès de Montréal staffs are trained in evacuation procedures and will escort individuals to the Assembly Area, If possible, take staff and attendee lists.
- Attendees must evacuate by following guidelines displayed at egress areas (stairwells) at the Palais des Congrès de Montréal.
- Attendees should familiarize themselves with the locations of fire extinguishers, alarm hand-pull devices, the nearest emergency exit, and Automatic Defibrillators (AED) locations that are located at the Palais des Congrès de Montréal.

Fire

Action:

- Palais des Congrès de Montréal staff must be contacted. Palais des Congrès de Montréal staff will contact, solicit and coordinate on site public safety response. Palais des Congrès de Montréal personnel will assist in the evacuation process.

Procedure:

- The Palais des Congrès de Montréal is engineered to meet or exceed fire codes.
- Take the time to familiarize yourself with the location of alarm devices and fire extinguishers near your room and/or floor.
- Count the doors between your room and the nearest fire exit. If your room has windows, familiarize yourself with how they operate.
- In the event of a fire, REMAIN CALM!
- Pull the nearest alarm device (if equipped) and make your way to the nearest exit.
- If the fire is in your room, exit to the hallway, firmly close the door behind you and activate the nearest alarm device. Crawl to the door if smoke is prevalent, as the air is fresher near the floor.
- Take your room key
- SMOKE INHALATION causes more fatalities than fire itself, so cover your nose and mouth with a wet washcloth if you need to pass through a smoke filled area.

- If an alarm sounds while you are in your room feel the door prior to opening to exit. If the door is hot, do not open it. Retreat and attempt phone contact with the hotel operator or security personnel. Fill the bathtub and sink with water. Use a wet washcloth to cover your nose and mouth. Soak a towel or sheet to place in the cracks of your door to restrict smoke entering your room.
- Turn off the air conditioner / heater
- If there is no smoke outside, open the window and attempt to signal for help. Refrain from breaking the glass, as it may be necessary to close the window later.
- If the door is cool to the touch, open and make your way to the nearest stairwell and or marked exit area. DO NOT USE ELEVATORS! If filled with smoke, do not use the stairwell – return to your room.
- Above all – STAY CALM, DON'T PANIC, BE PREPARED, AND USE COMMON SENSE – HELP IS ON THE WAY!

## Bomb Threat

### Action:

- Event Staff should notify Palais des Congrès de Montréal staff and Kyle Christensen of Cisco Global Protective Services immediately if a bomb threat is received. Once the initial transmission is made, please refrain from using the radio. Palais des Congrès de Montréal personnel will communicate with the call-taker directly.

## Power Failure

### Action:

- In the event of a power failure, contact Palais des Congrès de Montréal staff. Remain calm. Secure personal property, and keep it in close proximity during the power outage. Doors to offices where Cisco equipment and/or proprietary information reside will be secured and staffed with event personnel.
- Remain calm until power is fully restored. If requested, please evacuate the facility and follow the direction of Public Safety personnel.

## Earthquake

### Procedure:

- In the event of an earthquake, do not panic. Take immediate cover and:
- Stay under cover at least until the shaking has stopped, or until instructed to do otherwise by members of Palais des Congrès de Montréal staff, or if announced via the public address system.
- If you choose to leave your cover, do so cautiously.
- Once you leave your cover, check yourself for injury and check others around you.
- Unless you judge the circumstances to be dangerous and hazardous, remain at your location until emergency response personnel arrive.
- If circumstances allow, pull the nearest fire pull station to help the emergency responders locate you.
- Remember, in the event of an earthquake, you are generally considered to be the safest by staying indoors and waiting for the emergency responders to escort you to the nearest safe haven.
- The Emergency Response Team (ERT) may request your assistance in search & rescue, emergency first aid and other emergency assistance.
- After the shaking has stopped, Palais des Congrès de Montréal staff and designated emergency responders will facilitate welfare checks and will communicate additional instructions.
- If an evacuation has been ordered by Palais des Congrès de Montréal staff, the evacuation instruction will be broadcast through the building Emergency Public Address system. DO NOT RUN!

- If ordered to evacuate, take nothing with you except items in your immediate possession. Remain outside the building until you are told it is safe to re-enter the building.
- Stay away from damaged or exposed electrical power lines.
- Do not use open flames (lighters) as there is a risk of gas leakage and explosion after an earthquake.
- Be prepared for AFTERSHOCKS, which can be as devastating as the original earthquake.

### Extreme Weather

- In the event of extreme weather such as severe storms, Cisco attendees will take direction from resident Public Safety personnel. It is preferred to remain inside your respective facility until the weather subsides.
- Cisco core staff will work with Palais des Congrès de Montréal personnel to secure office equipment and other Cisco assets in a locked facility until such time the items can be retrieved.

### Phone Tree for Escalating Issues

- Kyle Christensen, Cisco Global Protective Services
- Renee Swenson, Cisco Event Program Manager
- Palais des Congrès de Montréal – Emergency Contact Staff
- Public Safety – Police/Fire Emergency 9-11

### GPS Contact List

#### CISCO

##### Kyle Christensen

Manager, Global Protective Services

Office: (408) 543-7654

Mobile: (408) 612-1725

Email: [kychrist@cisco.com](mailto:kychrist@cisco.com)

##### John Endert

Sr. Manager, Global Protective Services

Office: (408) 853-4992

Mobile: (408) 477-5582

Email: [jendert@cisco.com](mailto:jendert@cisco.com)

#### Palais des Congrès de Montréal Security

##### Robert Charron

Director of Security

Mobile: (514) 829-2957

Phone: (514) 871-5891

Email: [Robert.charron@congresmtl.com](mailto:Robert.charron@congresmtl.com)

### Public Safety

Important Note: In case of an emergency inside the Palais des Congrès de Montréal, please DO NOT call 911 by mobile or other phone. Please call 514-871-3141 for the Palais des Congrès de Montréal. Emergencies inside a large facility like the Palais des Congrès de Montréal require careful coordination in order to get emergency service providers to the scenes of emergencies as quickly as possible.

Montréal Police/Fire Department – 911



Cisco Human Resources Connections

Attendees requiring Cisco HR internal support should contact HR Connections.

Theater/Country	Toll Free / Speed Dial	Direct Dial
1. Americas	In Canada and US : 866 282 3866	+408 526-5999
2. EMEA	N/A	+44 (0) 20 8824 4444
3. APAC	8612 7566	+61 2 8446 7566
4. China / Taiwan	10800 610 0293	+61 2 8446 7561
5. India	N/A	+61 2 8446 7566
6. Japan	0120-554990	+81 3 5549 6800
7. Korea	00798 611 3420	+612 8446 7564

Cisco Systems HR Procedures

24-Hour Emergency Assistance is available to help any Cisco employee who requires emergency assistance at any time. The program connects you to an emergency contact within Cisco, but the program is supported by external vendors with a broad range of specialized resources. This program is not intended to replace your local emergency resources, but is available whenever you need help. Refer to the Cisco event coordinator and/or Cisco Global Protective Services.

The program covers advice and assistance for:

- A natural disaster (such as an earthquake, flood, hurricane, tornado or typhoon)
- A life-threatening medical emergency (such as the loss of a limb, stroke or severe accident)
- A serious crime
- Death

Eligibility

- All Cisco employees automatically have access to 24-Hour Emergency assistance anywhere around the world. Dependents may also call for emergency assistance at any time.

Cost

- Cisco pays for the full cost of 24-Hour Emergency Assistance. However, if you incur any charges – such as for medical emergencies – they may be reimbursable by your home country benefit plans or the Medical Benefits Abroad (MBA) plan, if you’re traveling on Cisco business.

How the Program Works

If you need help in an emergency, you may call Cisco’s 24-Hour Emergency Assistance – Security & Facilities Operation Center (SFOC) by dialing:

1-800-206-5647

Or

1-408-525-1111 (call collect worldwide)

- A representative will determine what services you need and connect you with the appropriate party, if necessary. The representative will stay on the line with you until all conversation is complete. After the call, the representative will immediately notify the on-call Cisco HR-Benefits Representative with all relevant information, as well as Cisco Security – and will then document all action taken.
- You may also call your local Human Resources contact for resources or referrals and further assistance in the case of an emergency such as a natural disaster.
- Be sure to save the Global Benefits wallet card that references the phone numbers for this program and keep it with you at all times. If you need to obtain a wallet card, please contact the HR Connection.

## Cisco Medical Benefits Abroad

The Medical Benefits Abroad (MBA) program provides you with medical coverage when you travel outside of your country of residence or permanent assignment on business for Cisco. While traveling on Cisco business, you do not need to carry travel insurance as you are automatically covered by the MBA plan. If you are traveling solely on holiday/vacation, please make sure you have separate travel insurance.

### Seeking Treatment:

- You can visit any licensed doctor or hospital in the world, be sure to review “What’s Covered” below for eligible medical expenses. You do not need a specific ID card to receive medical care abroad; however, you may provide Cisco’s MBA policy #00184B.
- Please check with the doctor or hospital for direct billing to CIGNA International. If direct billing is not available, you will be responsible for payment at time of services, and then seek reimbursement from CIGNA International. Pre-certification is required for hospital admission in the U.S., please call 1-800-441-2668 (toll free).
- If you need assistance locating medical providers, contact CIGNA International
- (see Contact Information below) or International SOS for assistance.

### What’s Covered?

- The MBA program provides you and your eligible dependents with 100% coverage for incurred, covered medical expenses of up to US \$250,000 related to the treatment of an illness or injury that occurs while you are traveling on Cisco business outside of your country of residence or permanent assignment.

### Contact Information:

- Whenever you have a question or concern regarding MBA claims status, please contact CIGNA International directly.
- CIGNA International contact information:  
1-302-797-3535 (if you are calling from outside the US and Canada, call collect)  
1-800-243-1348 (if you are calling from inside the US and Canada, call toll free)

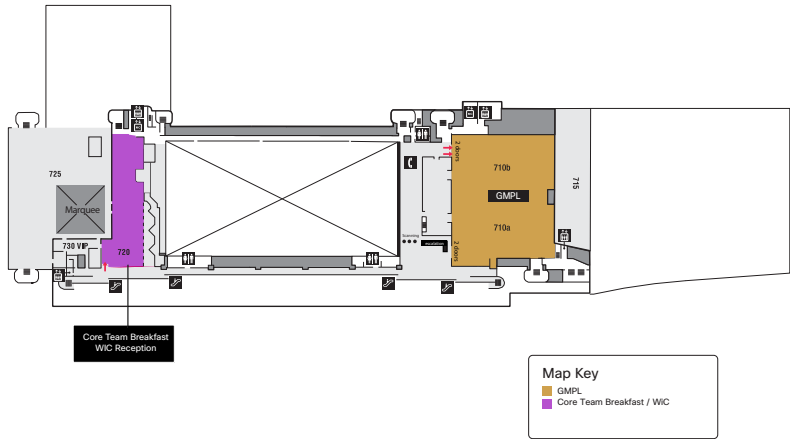
For additional information regarding Cisco’s Medical Benefits Abroad (MBA), please visit the website below: <http://www.in.cisco.com/employee/benefits/mba.shtml>

## General Security Tips and/or Requirements

1. UTILIZE YOUR LAPTOP LOCKING CABLE AND PRIVACY SCREEN. “KEEP CISCO CONFIDENTIAL INFORMATION PROTECTED.”
2. Report suspicious persons or incidents to Empire Restaurant Security Staff, Cisco Event Staff, or Cisco Global Protective Services.
3. Badges are required to be worn in the outermost garment at all times; no altering or sharing of badges allowed.
4. Avoid walking alone, especially in the evening hours or when lighting conditions are poor.
5. Utilize the hotel room safe for valuables; leave the “Do Not Disturb” posted on your room door to avoid unwelcome visitors.
6. Close the door securely behind you when exiting your hotel room.
7. Don’t leave personal belongings unattended in public areas, including the hotel lobby, restaurants or pool area.
8. Check for personal items before exiting taxis, shuttles or event buses.
9. Don’t invite strangers to your room.



LEVEL 7  
Palais des congrès de Montréal



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