



The Society for  
Broadband Professionals

# Summer Lecture and Activity Day

## July 6 2023

Tylney Hall, Hook,  
Hampshire

Registration at 9.30 am

### #SCTESUMLEC23

We are now offering the full day to SCTE Members free of charge (including the activities), however, for any non-Member attendees, there will be the normal £60 charge (ie £50 plus VAT) which can be refunded if they subsequently join the SCTE within a month of the lecture meeting.





The Society for Broadband Professionals

## Summer Lecture

# Maximising Data Maximising Performance

Welcome to Tylney Hall and our Summer Lecture & Activity Day. We have a very special programme lined up for you today, covering a broad range of topics but which all fall under the twin banners of data and performance.

We are delighted to welcome Sarah Golley, founder and Director of Borderless Performance, who will be speaking to us about the soft skills that in our sector are often overlooked in favour of more traditional technically based training. We can all stand to benefit from her teachings in this area.

Next up Guy Oliver, whose expertise is data analytics at Muso is transforming the way content producers treat piracy, and has lessons for us all to learn about how to turn an industry scourge on its head completely.

Finally we are delighted to welcome John Knox, Consulting Solutions Engineer of Calix who will be delivering a lecture extolling the virtues of automation; a familiar face to many, John will talk you through how exploiting data in tandem with automation will increase efficiency and reduce downtime.

After lunch, kick back with a little clay pigeon shooting, pistol shooting and archery - on us. Thank you for joining us and enjoy the day.

### The SCTE

## Programme For The Day

**9.30 am COFFEE AND REGISTRATION**

**10.00 am President's Welcome**

**10.10 am "Breezing Through Change"**

*Sarah Golley, Founder and Director*

***Borderless Performance***

It is said that 'there's nothing as constant as change', and it has never been truer than in the Telecoms and Broadband industry. No matter what's caused the change - M&A activity, a company re-organisation or a new boss coming in to 'shake things up' - the result is often unsettling for everyone. You can sense another change is on the cards.... Does it fill you with dread? Did you know that people high in adaptability, empathy and optimism can cope with this change much more easily? This session will show how you can develop these soft skills to help you enjoy riding the next wave of change.

**11.00 am BREAK FOR COFFEE**

## 11.20 am “How are Major Studios, Broadcasters and Distributors using Piracy Data to Drive Revenue?”

*Guy Oliver, Enterprise Sales Director and Head of Insight*

### **Muso**

Piracy has a strong correlation with both box office sales and home entertainment traditional success metrics, with the added benefit of not being limited or biased by title availability, walled gardens, regional rights restrictions and pricing. In the lecture we are going to explore how this extremely valuable and unique dataset can be used to drive greater revenue for TV and film.

## 12.10 pm “How Embracing Automation Can Boost Productivity, Lower Costs, and Transform Your Operations”

*John Knox, Consulting Solutions Engineer*

### **Calix**

Did you know that less than 35% of enterprise network activities are automated? Within this fragmented network a small group of enterprises automate over half of their network activities. Automation is a must for improved troubleshooting, baselining, and archival.

John Knox shares how using data and automation can:

- Eliminate repetitive network monitoring tasks by automating provisioning.
- Solve network issues before they become a major problem by using predictive insights.
- Deliver a superior subscriber experience by having end-to-end visibility from the subscriber premises to the access network edge.

## 1.00 pm **BREAK FOR LUNCH**

## 2.00 pm **DAY’S ACTIVITIES**

Guests are invited to participate in clay pigeon and pistol shooting as well as archery in the grounds.



For the afternoon session, guests will be split into three groups so that everyone can have a go at all the activities. Archery will be held in Middle Vista, clay shooting in the Orchard and pistol shooting on the Old Croquet Lawn.

As you will immediately see from visiting Tylney Hall, the grounds are absolutely stunning so please try to take a few minutes for a stroll around. Since 1985, a painstaking restoration programme has been in place to reinstate the gardens to their former glory and they are definitely worth seeing!

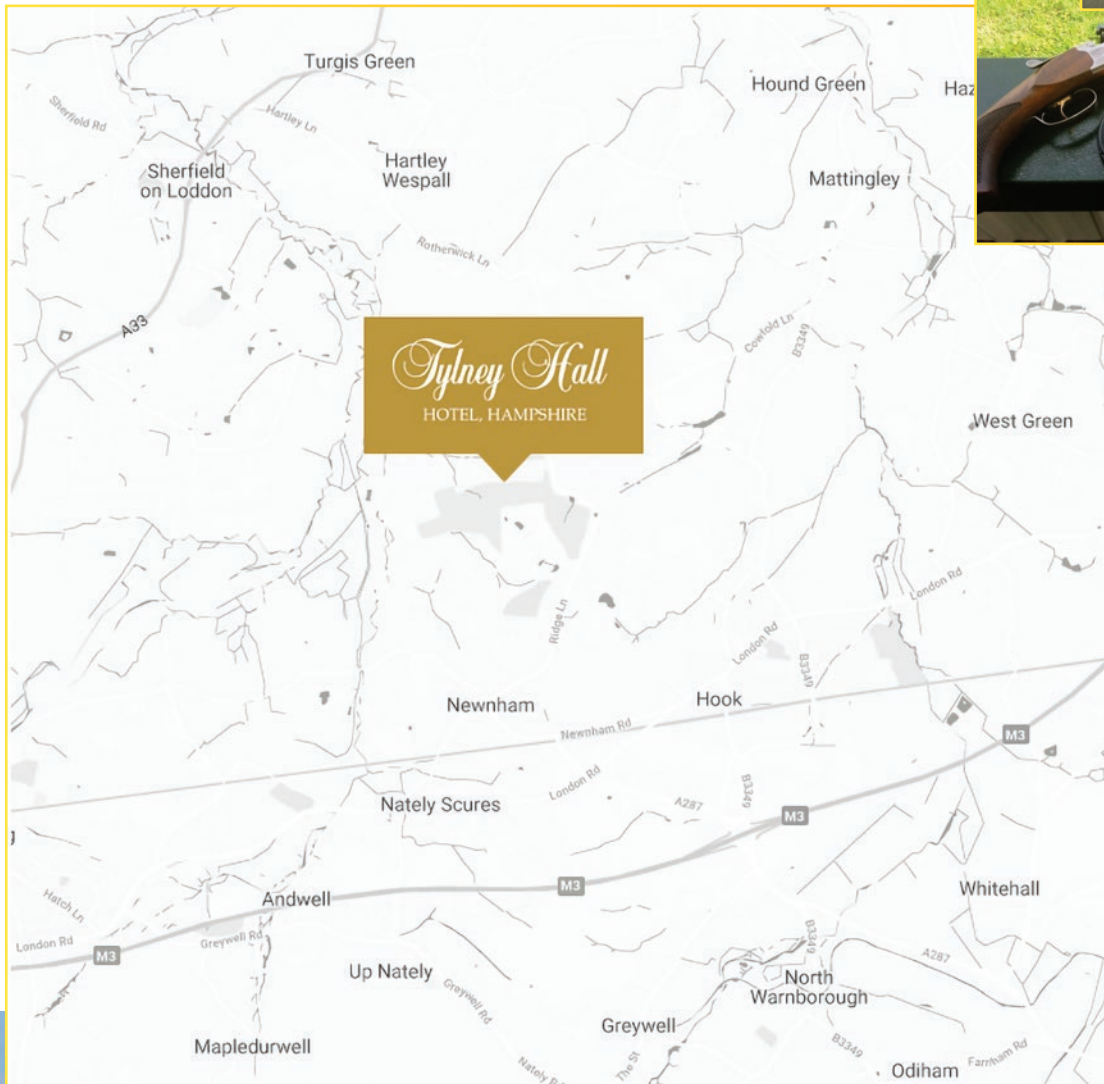
The afternoon will include a TEA/COFFEE break at an appropriate time during the activities.

## 5.00 pm **CLOSE OF DAY**

# How to Get There

Tylney Hall is located in Hampshire a short drive from Junction 5 on the M3.

Tylney Hall, Ridge Ln, Rotherwick, Hook RG27 9AZ



[www.theSCTE.eu](http://www.theSCTE.eu)