



PRESS RELEASE

Comcast
One Comcast Center
Philadelphia, PA 19103
business.comcast.com

Comcast Business Hosts Virtual Conference on the Future of Business

Comcast Business and industry leaders address critical topics facing today's businesses returning to a "new normal" post-COVID-19

DENVER, CO – July 16, 2020 – [Comcast Business](#) today announced the company is hosting a virtual conference aimed at helping businesses of all sizes and across all industries navigate the future of business in today's B2B world.

"As we think about the future of business – the ability to conduct business from anywhere, anytime, with anyone – we must consider all aspects of business continuity," said Peter Neill, Comcast Business Senior Vice President for the company's West Division. "As the pandemic and its impacts play out, it's imperative that businesses review what cracks have been exposed and employ new resources and technologies to shore up any glaring holes as they revisit company plans and procedures. Our hope is this virtual conference, featuring experts across various industries, will help inform business of all sizes as they look to transform their operations and technology strategies by sharing best practices and experiences."

From marketing to business security, the free, half day conference features Comcast Business leaders and subject matter experts addressing some of the biggest topics and questions facing today's businesses as they look to emerge from the global pandemic connected, productive and engaged. The virtual conference will take place on Thursday, July 23 from noon to 3 p.m. EDT.

Interested businesses can view full conference details and register [here](#). The conference schedule includes:

- **Welcome Remarks – Noon EDT**
Peter Neill, Senior Vice President, Comcast Business
- **Keynote Speaker – 12:05-12:25 p.m. EDT**
Master chef and businessman Robert Irvine will discuss the universal keys to embracing new customer expectations and how to navigate change to be successful. Using the concepts from his Food Network's hit show, "Restaurant Impossible," he will discuss the concepts to identify the willingness and ability to lead your business in the direction of successful change.
- **Breakout Sessions – 12:25-2:25 p.m. EDT**

How to Build a Best-In-Class Marketing Team for Each Stage of Growth - Panel Discussion

The skills, experience, and areas of expertise that you need to create a category or conquer a market will look very different as you grow a team from one to 50 and beyond. Hear from three different marketing leaders on how they have built best-in-class marketing organizations at all stages of growth.

Connectivity: Methods and Myths - Panel Discussion

In an environment where "cloud" is the mantra, enterprise IT professionals are faced with a slew of new challenges. More and more enterprise organizations prefer cloud computing for their IT requirements (mainly due to its ability to bring people together and share resources that are spread across the world), but they first have to overcome some misconceptions.

Maintaining a Secured Workplace Operation Amid Changing Environments

To address today's security concerns, businesses around the world are in the process of transitioning to a new "normal." However, the sudden change has highlighted several challenges for businesses from both an operational and a security standpoint. Addressing these challenges requires a business strategy that can guide and secure an organization through uncertain times.

Unleashing Your Organization's Potential through Leadership Development

Leadership development should be at the center of any high performing organization. Companies with strong leadership cultures embrace ongoing development to influence and affect change across the organization. Providing leaders with the right tools, resources and skills is essential to the long-term viability of an organization.

- **Closing Remarks – 2:25 p.m. EDT**
Peter Neill, Sr. VP, Business Services, Comcast Business
- **Virtual Networking – 2:30 – 3 p.m. EDT**
Interact and engage with your peers, speakers, and Comcast Business team members following the event

A Comcast Business "Tech Station" will also be open for the duration of the conference for attendees to stop in and engage with the Comcast Business Sales Engineering Team to learn more about Comcast Business' suite of products & services.

About Comcast Business

Comcast Business offers Ethernet, Internet, Wi-Fi, Voice, TV, and Managed Enterprise Solutions to help organizations of all sizes transform their business. Powered by an advanced network, and backed by 24/7 customer support, Comcast Business is one of the largest contributors to the growth of Comcast Cable. Comcast Business is the nation's largest cable provider to small and mid-size businesses and has emerged as a force in the Enterprise market; recognized over the last two years by leading industry associations as one of the fastest growing providers of Ethernet services.

For more information, call 866-429-3085. Follow on Twitter [@Comcast Business](#) and on other social media networks at <http://business.comcast.com/social>.

Contacts:

Staci Busby

Comcast

staci_busby@comcast.com

Eliza Findlay

FINN Partners

eliza.findlay@finnpartners.com