

SESSIONS

TUESDAY, APRIL 9 - 09/04/2019

Channel Partners Conference & Expo

April 9-12, 2019
Mandalay Bay
Las Vegas

Registration sponsored by Fuze

10:00am - 5:00pm
Registration

Location: South Convention Center, Level 1, Bayside AB

AVANT Special Forces Training

12:00pm - 5:30pm
Co-Located Events

Location: South Convention Center, Level 3, South Seas F

Join AVANT to help train and enable the channel to sell today's hottest IT solutions, including SD-WAN, UCaaS, IaaS and colo.

AVANT is well known for its Special Forces Training, with participants in the last five training events earning an average NPS score of 87. Special Forces is an intense sales training — like nothing you have ever seen before! AVANT is bringing the partner community together with thought leaders and key vendors of next-generation IT solutions for a training event dedicated to sales strategies, tactics and tools that will enable partners to transform their business to that of a true trusted adviser.

The event will start with a welcome lunch at noon and continue through 6 p.m., when we kick off a cocktail and networking reception.

[Watch AVANT's video to learn more >>](#)

Noon – Lunch

1:00 – Special Forces Kickoff- mega trends driving today's IT sales opportunities

1:45 – Today's cloud opportunities

2:35 – Engaging and winning today's security opportunities

3:15 – Break

3:30 – AVANT BattleApp – your weapon to win the war in it sales: <http://bit.ly/2R8afC7>

4:10 – Winning UCaaS/CCaaS opportunities

4:50 – Dominating with Today's WAN

5:30 – End

For all other AVANT activities, including our legendary party: www.GoAVANT.net/Golden

[Separate registration required.](#)

Business Success Symposium Preconference Lunch Begins

12:30pm - 12:40pm
Networking

Location: South Convention Center, Level 3, South Seas B

All Access pass required to attend this session.

Opening Keynote & Lunch: Today's Winners Create Marketplace Disruption

12:40pm - 1:20pm
Keynote Programming

Location: South Convention Center, Level 3, South Seas B

Looking ahead? Good, because change is coming, and it's going to be a hell of a ride. Transformative disruption is your friend. It's also the theme of the biggest and best Business Success Symposium ever. Our message as we close out this no-name decade: embrace intensity. Yesterday is gone, the future is here and the only way to grow is to embrace what's next. And don't wait for change to come to you; winners create their own marketplace disruptions. In this keynote, growth strategist Adam Hartung, author of the newly released business classic "Create Marketplace Disruption: How to Stay Ahead of the Competition," will explain how to grow your business by abandoning fear, embracing trends and becoming an agent of change.

Open to All Access pass holders only.

Participants

Speaker: Adam Hartung - Managing Partner, Spark Partners

Keynote

1:20pm - 1:30pm
Keynote Programming

Location: South Convention Center, Level 3, South Seas B

Open to All Access pass holders only.

Participants

Speaker: Lisa McLin - VP of North American Channel Sales, Rackspace

Preparing for 2020: How to Recession-Proof Your Company by Future-Proofing Customers

1:40pm - 2:40pm
Executive Track

Location: South Convention Center, Level 3, South Seas C

Steering your business through the economic storms likely over the next two years — while remaining profitable — is critical. Yet, the IT industry's embrace of digital transformation may be challenging the way you've done business and changing the products you sell. We'll discuss how your growth and profitability are intertwined with your customers' life cycle success — well beyond the "land" model. Are you ready for a new wave of solutions, services, business models, M&A activity, markets and value propositions? Preparedness is the ticket to future success. This session will cover what you need to do now to be ready for 2020.

All Access pass required to attend this session.

Participants

Speaker: Denise Sangster - President & CEO, Global Touch

Training Dragons: Why You Need Continuous IT Staff Development

1:40pm - 2:40pm
Technology Leader Track

Location: South Convention Center, Level 3, South Seas I

Training is important for every profession, but it's essential for the IT professionals who serve your customers. Yet many partner firms assume — incorrectly — that their technical staffers will seek out training on their own and worry that encouraging ongoing education and certifications will make key employees attractive targets for poaching. That attitude is taking a big chance with a valuable resource.

This session will give insight into how to establish, and prioritize, IT training for your staff. We will outline a program that addresses organizational culture, management objectives and the needs of individuals within your technology team. Training IT dragons is about winning battles in a constantly changing environment.

All Access pass required to attend this session.

Participants

Speaker: Edward Tuorinsky - Managing Principal, DTS

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How Hardware Bulks Up Total Solution Profit

1:40pm - 2:40pm
Sales & Marketing Track

Location: South Convention Center, Level 3, South Seas D

Thought hardware sales were dead? Nope. In fact, the future looks bright for partners who can spin the right mix of gear, software and services into total solutions for customers. Given that since 2016, MSP profit margins have eroded 30 percent, according to AppDirect, consider responding by creating more net profit in three ways:

- Having more revenue flow to the bottom line via hardware sales plus accompanying billable deployment services;
- Committing to higher hardware volumes, which brings down unit costs, creating more gross margin; and
- Reducing operating expenses by adopting hardware standards, thus allowing greater efficiencies in configuration and maintenance.

In this workshop, Dr. Richard L. Chambers, president of sales consulting and training firm America's Return Inc., will share strategies for how to sell total solutions with higher profit in less time.

All Access pass required to attend this session.

Participants

Speaker: Dr. Richard L. Chambers - President, America's Return Inc.

Size Doesn't Matter: What You Need to Know About SMB Businesses' Tech Habits

2:50pm - 3:50pm
Executive Track

Location: South Convention Center, Level 3, South Seas C

Small businesses are commonly described as the lifeblood of the U.S. economy. Numbers-wise, they account for the vast majority of the nation's business entities, while serving as a key driver of job growth and innovation. Success as a small business owner means overcoming challenges on many fronts, but also embracing new opportunities in technology and business. CompTIA's latest research, "Tech Trends Among SMB Businesses," explores the business relevance of technology to SMBs and the factors affecting their perceptions, decisions, and investments in established and emerging technologies. Don't miss this session if selling into the SMB segment is key to your business.

All Access pass required to attend this session.

Participants

Speaker: Carolyn April - Senior Director, Industry Analysis, CompTIA

Align or Die: Why Sales & Marketing Must Pull Together — or Perish Apart

2:50pm - 3:50pm
Sales & Marketing Track

Location: South Convention Center, Level 3, South Seas D

In this all-star panel, we'll discuss the havoc that comes from a lack of communication between the people framing your company's value prop and those charged with selling it to customers. Misaligned incentives, lack of insight into pricing strategies and disparate goals are just some of the problems we'll highlight.

All Access pass required to attend this session.

Participants

Moderator: Heather K. Margolis - Founder and CEO, Channel Maven

Panelist: Kayla Kirkeby - VP of Marketing, Dizzion

Panelist: Lisa McLin - VP of North American Channel Sales, Rackspace

Panelist: Carrie Simpson - CEO and Founder, Managed Sales Pros

Up Your Managed Security Game Tomorrow: Tips & Tricks From Top MSSPs

2:50pm - 3:50pm
Technology Leader Track

Location: South Convention Center, Level 3, South Seas I

Everyone knows that managed security is where MSPs' future fortunes lie. But integrating advanced security offerings into existing portfolios carries significant challenges that require rethinking current business models. An expanded managed security practice involves additional — and often prohibitively expensive — subject matter experts, retraining of sales teams and account management practices, expansion of help desk capabilities and even changes to how contracts are drafted. It isn't a quick pivot to make. In this session, three successful MSSPs will share ways in which MSPs can start adding managed security capabilities — and reaping their benefits — fast.

All Access pass required to attend this session.

Participants

Moderator: Kris Blackmon - Content Director, Channel Trends, Channel Futures

Panelist: Jason Ingalls - CEO, Ingalls Information Security

Panelist: Ian Richardson - Founder & CEO, Doberman Technologies

Panelist: Jason Steiner - Manager, Risk Advisory Services, RSM US LLP

Closing Keynote and Reception

4:00pm - 6:00pm
Keynote Programming

Location: South Convention Center, Level 3, South Seas Foyer

All Access pass required to attend this session.

Alliance of Channel Women Networking Event

5:00pm - 8:00pm
Networking

Location: North Convention Center, South Pacific B&C

ACWConnectLive! is the perfect way to kick off the Channel Partners Conference & Expo!

SHIFT | DISRUPT | IMPACT

As women, we've experienced the power being part of a collective, of driving change on a national and global level. ACW now invites you to focus your attention on driving change on a personal and professional level. Shift your thinking about what's possible for your life and career. Disrupt the routines that are holding you back and keeping you from moving forward. Impact your career path in positive ways. Join the interactive panel discussion at ACWConnect Live! and learn key steps to individual empowerment.

Moderator: Maggie Miller, Content Marketing Director, Informa-Channel Futures

Panelists:

Holly Hartman Niedzielski, Director, Event Marketing & Partner Communities, Ingram Micro

Lisa Miller, President, Wholesale, Indirect & Alliances, CenturyLink

Janet Schijns, CEO, JS Group

To become an Alliance of Channel Women member and to attend for FREE, visit www.allianceofchannelwomen.org.

To become a Sponsor, [click here](#)

This event is free to paid members in good standing.

Pre-registration closes on Friday, April 5 at 12:00 pm ET. Tickets are limited. Additional tickets may be available at the door on a "first come, first served" basis.

Separate registration required. To register, [click here](#)

First-Time Attendee Reception sponsored by Verizon

7:00pm - 9:00pm
Networking

Location: Mandalay Bay, Red Square

Separate registration required. Open to first-time Channel Partners attendees only.

SCHEDULE

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10:00AM					10:00am - Registration sponsored by Fuze		
11:00AM							
12:00PM	12:00pm - AVANT Special Forces Training		12:40pm - Opening Keynote & Lunch: Today's Winners Create Market-place Disruption	12:30pm - Business Success Symposium Preconference Lunch Begins			
1:00PM		1:40pm - Preparing for 2020: How to Recession-Proof Your Company by Future-Proofing Customers	1:20pm - Keynote			1:40pm - How Hardware Bulks Up Total Solution Profit	1:40pm - Training Dragons: Why You Need Continuous IT Staff Development
2:00PM		2:50pm - Size Doesn't Matter: What You Need to Know About SMB Businesses' Tech Habits				2:50pm - Align or Die: Why Sales & Marketing Must Pull Together – or Perish Apart	2:50pm - Up Your Managed Security Game Tomorrow: Tips & Tricks From Top MSSPs
3:00PM							
4:00PM			4:00pm - Closing Keynote and Reception				
5:00PM				5:00pm - Alliance of Channel Women Networking Event			
6:00PM							

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Registration sponsored by Fuze

8:00am - 7:00pm
Registration

Location: South Convention Center, Level 1, Bayside AB

VIP Lounge sponsored by ScanSource

8:00am - 7:00pm
Networking

Location: South Convention Center, Level 1, Bayside AB, Booth 807

Located near the registration area, our VIP lounge, sponsored by ScanSource and Intelisys, is the place where Conference & Expo passholders can go to sit down, catch up on email, or have a meeting. With Wi-Fi, refreshments and charging stations, it's a great spot for a quick respite from the hustle and bustle!

Mitel Experience Center – South Sea J

8:00am - 8:00pm
Networking

Location: South Convention Center, Level 3, South Seas J

Throw Your Best Pitch with Mitel

Stop by the Mitel Experience Center on the third floor in South Sea J for a chance to win MLB tickets!

Enjoy some drinks and snacks while you view live demos of hot-off-the-press solutions such as our new MiCloud Connect CX contact center offering. We'll walk you through our complete MiCloud Connect portfolio and highlight some differentiators plus new partner programs and SPIFFs so you can hit a home run with Mitel every time.

Join us on Wednesday and Thursday to see how easy it is working with Mitel.

Schedule a meeting at:
<https://mitelcplv19.youcanbook.me>

Open to all attendees.

Breakfast & Networking sponsored by AT&T

8:30am - 8:55am
Networking

Location: South Convention Center, Level 3, South Seas B

Open to all attendees.

Welcome Remarks

8:50am - 8:55am
Keynote Programming

Location: South Convention Center, Level 3, South Seas B

Open to all attendees.

Participants

Host: Thomas Baker - Director of Sales, Channel Partners

Host: Kelly Danziger - Market Leader Channel, Knect365: TMT an Informa Company

Channel Update

8:55am - 9:10am
Keynote Programming

Location: South Convention Center, Level 3, South Seas B

Open to all attendees.

Participants

Host: Art Wittmann - SVP, Content, Informa's US Technology brands

Fastball: AVANT – What you need to know about the State of Disruption presented by AVANT

9:10am - 9:17am
Fastball

Location: South Convention Center, Level 3, South Seas B

Join Drew Lydecker, president and co-founder of AVANT as he shares exciting new updates about the State of Disruption in the industry, and what it means for you, the Trusted Advisor. Gain fascinating insights on how fast your customers are evolving from their legacy IT platforms to today's latest next-generation solutions, like SD-WAN, UCaaS, and Cyber Security. It is the Golden Age of the Trusted Advisor, and there has never been a better opportunity in history to be in the position you are in! Come see why at our Fastball!

Open to all attendees.

Can You Double Your Business In 2019?

9:17am - 9:42am
Keynote Programming

Location: South Convention Center, Level 3, South Seas B

Open to all attendees.

Participants

Speaker: Janet Schijns - CEO, JS Group

Fastball: Reach Customers You Couldn't Before ... With Broadband! presented by Viasat

9:42am - 9:50am
Fastball

Location: South Convention Center, Level 3, South Seas B

Every partner knows the pain of fallout with business customers outside the fiber zone. However, Viasat reaches 96 percent of the U.S. population with broadband speeds up to 100 Mbps – and installs in three to five days! Learn how Viasat is transforming channel opportunities with the most advanced, highest-capacity communications satellite in orbit.

Speaker: Eric Stark, Sales Director - Global Business Solutions, Viasat

Open to all attendees.

3 Technology Trends Shaping the Channel

9:50am - 10:15am
Keynote Programming

Location: South Convention Center, Level 3, South Seas B

The pace of channel transformation is accelerating – and creating tremendous opportunity for savvy solution providers along the way. Cybersecurity and IoT are already top of mind with customers, and 5G is poised to reshape the way we live and work. Hear more about these three top trends shaping the channel and how you can prepare your business to seize the opportunities they present.

Open to all attendees.

Participants

Sara Straley - AVP – Sales & Marketing, AT&T Partner Exchange®

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Timing the Market: How All Companies Can Prepare for M&A Success

10:25am - 11:10am

Business Strategy Conference Track sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas C

M&A was on the rise in 2018, with each quarter matching or exceeding records, depending on which organization did the counting. But with increased global economic uncertainty and the market mimicking a roller-coaster ride, do acquisitions still offer the same path to value creation?

The answer is yes— but success requires a deeper understanding and a more deft touch. martinwolf Managing Director and former owner-operator Seth Collins will host an interactive conversation designed for first-time owner-operators and practiced M&A architects alike. Using proprietary market data and drawing from his firm's 22-year history of midmarket IT M&A, this talk will cover how today's economic conditions affect valuations, buyer and seller availability, outreach strategies and process management. Whether you are in the middle of a process or you have never considered inorganic growth, we'll review key value drivers and help you prepare.

All Access pass or Conference & Expo pass required to attend this session.

Participants

Speaker: Seth Collins - Managing Director, MartinWolf

Strategies for Success in Contact Center-as-a-Service

10:25am - 11:10am

Revenue & Supplier Portfolio Conference Track sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas D

Ideally a client's contact center is a "single point of success," where end customers feel heard and valued. After all, the contact center is often the only interaction end customers will have with an organization. Join top analyst Blair Pleasant and a panel of peers with years of experience delivering CCaaS. We'll discuss:

- How to select a supplier: Is UC integration always the driving factor?
- Implementation lessons learned: How to make sure agents have the right tools and data from Day 1
- Partner profitability: Tips to manage CCaaS implementations securely and efficiently

All Access pass or Conference & Expo pass required to attend this session.

Participants

Moderator: Blair Pleasant - President & Principal Analyst, COMMfusion

Panelist: Brandon Knight - SVP, Global Channel Sales, Serenova

Panelist: Bill Pieper - President, EPIC Connections

Panelist: Joe Rice - Managing Director, Activiti

Channel Chief Round Table

10:25am - 11:10am

Marketing & Technology Conference Track sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas I

Three top channel leaders. One moderator. No product pitches, just a frank discussion of what these keen observers see going on in the channel community, their own roles, the technology industry and their partners' companies. We'll talk everything from the move to cloud and managed services to new compensation models and incentive plans. Please join channel chiefs from Nextiva, Office Depot and Vonage, and bring your questions.

All Access pass or Conference & Expo pass required to attend this session.

Participants

Moderator: Jennifer Bodell - VP of Channel, Pax8

Panelist: Mario DeRiggi - Senior Vice President Channel Sales And Business Development, Vonage

Panelist: Carl Katz - Vice President of Channel Sales, North America, Nextiva

Panelist: Heather Tenuto - SVP Sales, SMB Services, Office Depot

VIP Session by Cyxtera: How to Sell Security & Colo Without Being an Expert

10:30am - 11:30am

VIP Events

Location: South Convention Center, Level 3, Palm A

Global cybersecurity spending is expected to exceed \$6 trillion by 2021 and the percentage of workloads businesses are running on-premises is expected to decrease from 44 percent to just 16 percent in two years. You don't have to be an expert to take advantage of this market opportunity to sell your customers security and colocation solutions! Join this interactive session to hear from your peers and learn five secrets of selling security and easily uncovering colocation deals. We'll keep this session fun and interactive with gift cards flowing. **Everyone who attends can take advantage of a follow-up consultation with a security seller or a colocation demand gen marketing plan.**

One lucky attendee will win a \$500 gift card!

Separate registration required.

Already registered? [Contact Jessica Barreras](#) to save your seat.

VIP Session with MicroCorp: Addicted to Telecom? A 6 Step Program to Digital Transformation

10:30am - 11:30am

VIP Events

Location: South Convention Center, Level 3, Palm B

Learn the critical steps you must take to survive, based on MicroCorp's Ultimate Partner experience that has generated millions in sales for channel partners.

One lucky attendee will win a \$500 gift card!

Separate registration required.

Already registered? [Contact Jessica Barreras](#) to save your seat.

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Catching & Keeping Rising Stars

11:20am - 12:05pm

Business Strategy Conference Track sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas C

The channel is notorious for fighting to grab top talent from competitors. Service providers are constantly jockeying over top-producing channel sales reps, confidence-inspiring vCIOs, revenue-generating solutions engineers and visionary partner managers. Without the proper game plan to source, hire and retain, that ongoing battle can become a bottleneck to scaling business. How do you spot rising stars, lasso top players and retain that talent? We'll help you develop a strategy.

All Access pass or Conference & Expo pass required to attend this session.

Participants

Speaker: John Davenjay - CEO, Bowman Williams

Speaker: Emily Ludi - Executive Director, Talent & Organization Development, Ingram Micro

IoT in a Box: Are Prebuilt Bundles Right for Your Business? presented with IoT World

11:20am - 12:05pm

Revenue & Supplier Portfolio Conference Track sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas D

We're seeing telcos, distributors, IT suppliers and others promoting pre-assembled sets of IoT hardware, software and sometimes connectivity, often tailored to specific verticals. For partners without integration expertise, these can seem like a win/win. However, the IoT market is far from shaken out, with literally hundreds of platforms available and new innovations constantly coming online. In this session, two IoT market experts debate whether bundles are a smart business bet or a recipe for lock-in and will also discuss the pros and cons of an "in-a-box" approach versus custom integration. Natasha Royer Coons and Steve Brumer will present their viewpoints in a debate format.

All Access pass or Conference & Expo pass required to attend this session.

Participants

Speaker: Steve Brumer - Partner, Brumer Hubler IoT Group

Speaker: Natasha Royer Coons - Chief Revenue Office @ Advantix & Founder, TeraNova Consulting Group

Reaching the Hidden IT Buyer

11:20am - 12:05pm

Marketing & Technology Conference Track sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas I

While business technology spending will rise by 9 percent in 2019, according to Forrester, the IT managers and CIOs many partners are accustomed to working with control only a portion of that spend, often for "keep the lights on" line items. Today, line of business influencers are the new technology power brokers, researching, purchasing, deploying and managing IT services. Yet they are frequently overlooked or ignored by vendors and channel partners. And, even when partners understand this new dynamic, they often don't know how to get in front of LOB leaders. In this session, we'll talk about who these buyers are, why and how they buy, their relationship with their IT departments and how non-technical buyers can become a significant growth factor.

All Access pass or Conference & Expo pass required to attend this session.

Participants

Speaker: Hartland Ross - Founder & President, eBridge Marketing Solutions

Speaker: Lisa Masiello - Chief Digital Strategist, eBridge Marketing Solutions

Lunch & Networking sponsored by Innovative Business Solutions

11:55am - 12:25pm

Networking

Location: South Convention Center, Level 3, South Seas B

Open to all attendees.

BCM One Technology Lounge - Jasmine E

12:00pm - 4:00pm

Networking

Location: South Convention Center, Level 3, Jasmine E

Come for a Drink, Stay for the Partnership

Stop by the BCM One Technology Lounge – Room: Jasmine E and enjoy a drink and light appetizers. Discover why agents and VARS are loyal partners with BCM One.

We'd love to meet with you to discuss about our enhanced channel partner program and overall solutions and support you'll receive from BCM One.

We can update you about our recent big announcement as we embark on our next level of growth and what that means to you as a BCM One channel partner. Schedule a meeting at marketing@bcmone.com.

Open to all attendees.

3 Cutting-Edge Techs That Bleed Green

12:15pm - 12:35pm

Keynote Programming

Location: South Convention Center, Level 3, South Seas B

Partners have a reputation for ignoring new technologies until they reach what Gartner calls the "plateau of productivity." Problem is, by then, everyone is vying for that business. Jump in during the dreaded "trough of disillusionment," and you have a chance to grab some first-mover dough. In this keynote, we'll zero in on some emerging technologies that have real potential for partners intrepid enough to walk the razor's edge.

Open to all attendees.

Participants

Speaker: Jo Peterson - Vice President, Cloud Services, Clarify360

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Fastball: Connecting With Confidence: The Right Solutions. The Right Partnership. Customer Satisfaction. presented by Spectrum

12:35pm - 12:42pm
Fastball

Location: South Convention Center, Level 3, South Seas B

Is telecom part of your sales portfolio? Join William Sokolowski, channel sales director, to find out how the Spectrum Partner Program can offer you the right business solutions and the right support to drive new opportunities. With an evolving product set, competitive pricing and local partner support, Spectrum could be a great fit for your organization.

Speaker: William Sokolowski, Channel Sales Director, Spectrum Partner Program

Open to all attendees.

70 Percent of Your Peers Want Out. Why?

12:42pm - 1:02pm
Keynote Programming

Location: South Convention Center, Level 3, South Seas B

You've heard of business transformation and digital transformation — heck, you may even be delivering it for your customers. Have you heard of channel transformation? What are you doing to disrupt your own business, given the intensity of new buyers, buying journeys, competitors and a rapidly shifting channel landscape? Learn why 96 percent of channel partners don't expand beyond 10 people and jump on a market where 70 percent of your peers are looking to exit in the next few years. This is the future. This is future intense.

Open to all attendees.

Participants

Speaker: **Jay McBain** - Principal Analyst, Global Channels, Forrester

Fastball: Get the network you need and the control you want with SD-WAN presented by MetTel

1:02pm - 1:10pm
Fastball

Location: South Convention Center, Level 3, South Seas B

More and more enterprises are facing the need for an improved and reliable network, increased bandwidth and a centralized way to manage it all. Join Zac Grant, vice president of enterprise solutions at MetTel, to hear more about SD-WAN and its many benefits, including quick and cost-effective deployment of new branches and increased network resiliency.

Speaker: Zac Grant, Vice President, Enterprise Solutions, MetTel

Open to all attendees.

Trailblazer: Beyond Fire Drills: Why MSPs Must Embrace Proactive Security

1:10pm - 1:20pm
Keynote Programming

Location: South Convention Center, Level 3, South Seas B

Do you regularly scan customers' networks and end-user devices for vulnerabilities and malware that may have been lurking for weeks, months or longer? The [Ponemon Institute found](#) that the mean time to identify a breach is 197 days, so odds are you're not. And that means you're either reactively responding as incidents arise — an expensive and disruptive proposition for both you and clients — or criminals are operating freely in customer networks.

Open to all attendees and exhibitors.

Participants

Kris Blackmon - Content Director, Channel Trends, Channel Futures

Mike LaPeters - Worldwide Channels, AT&T Cybersecurity

Fastball: Will Your Customers' Networks Meet Business Demand in 2020? How About 2030? presented by 128 Technology

1:20pm - 1:27pm
Fastball

Location: South Convention Center, Level 3, South Seas B

No partner wants to hear, "My network is too slow!" In this presentation, 128 Technology CEO Andy Ory will demonstrate how Session Smart technology closes the gap between what a customer's network can do and what the business needs. Learn how to create value for customers with SD-WAN, multicloud fabrics and breakthrough advancements in network security.

Speaker: Andy Ory, CEO, 128 Technology

Open to all attendees.

Small customers & BIG profits. Build a better bundle with Microsoft CSP.

1:27pm - 1:52pm
Keynote Programming

Location: South Convention Center, Level 3, South Seas B

Open to all attendees.

Participants

Speaker: **Nick Heddy** - Chief Revenue Officer, Pax8

Speaker: **Jed Kenzy** - Managing Partner, Innovative Business Solutions

4 Steps to Oust a Competitor

2:00pm - 2:45pm
Business Strategy Conference Track sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas C

Your sales team has uncovered a great prospect. You're ready to work with that customer to seize the digital future. There's just one problem: The incumbent provider isn't setting any transformation speed records, but it's got allies in the IT department. In this session, Brad Stoller, business development manager for prospecting firm PT Services Group, will lay out a plan to win that business without going negative.

All Access pass or Conference & Expo pass required to attend this session.

Participants

Speaker: **Brad Stoller** - National Director of Business Development, The PT Services Group

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Where's the Money in Hyperscale Public Clouds? presented with Cloud Girls

2:00pm - 2:45pm
Revenue & Supplier Portfolio Conference Track
sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas D

Google Cloud. Amazon Web Service. Microsoft Azure. These hyperscale public cloud platforms don't pay direct commissions to indirect sellers. So, how can channel partners capitalize on the growing demand for these services? In a word: management. In this session, produced in partnership with Cloud Girls, we'll discuss how to make money on hyperscale public cloud platforms with managed services — both professional services fees and recurring commissions on management applications.

All Access pass or Conference & Expo pass required to attend this session.

Participants

Moderator: Khali Henderson - Senior Partner, BuzzTheory Strategies

Panelist: Manon Buettner - CEO, Nuvalo

Panelist: Angela Hogaboom - Founder & President, OpenSky Networks

Panelist: Michelle Ruyle - CEO, Optimized Channel

5 Ways to Capture Customers' Attention

2:00pm - 2:45pm
Marketing & Technology Conference Track sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas I

Partners selling popular solutions like UCaaS, DRaaS or SD-WAN face stiff competition for customers. When you and dozens of peers offer similar product bundles, often from the same suppliers, how do you differentiate yourself? The last thing you want to do is start a race to the bottom by competing on price alone. In this session, we'll offer proven ways to make your offerings stand out while maximizing profitability.

All Access pass or Conference & Expo pass required to attend this session.

Participants

Moderator: Blair Pleasant - President & Principal Analyst, COMMFusion

Panelist: Ira Feuerstein - Vice President of Strategic Partnerships, Nextiva

Panelist: Patrick Oborn - Co-Founder & Thought Leader, Telarus

Panelist: Pete Proulx - CEO & Founder, PremCom

Panelist: Chris Shubert - Vice President, Partner Experience, Nitel

VIP Session by Sprint: Connecting People, Places and Things presented by Sprint

2:00pm - 3:00pm
VIP Events

Location: South Convention Center, Level 3, Palm A

With one of its largest investment in years, Sprint is building a blazing-fast, high-capacity mobile network that will enable the next wave of wireless innovation. Sprint mobile 5G is going to create incredible new connections to people and things, services and opportunities that will allow our customers to live a better life. Mobile users will have fiber-like speeds in the palms of their hands to go and be connected anywhere to everything — people, machines, devices and more. Our lives — at home, at work, at play — will get radically faster.

Come hear how 5G, IoT and other Sprint Solutions can impact how you take care of your customers.

One lucky attendee will win a \$500 gift card!

Separate registration required.

Already registered? [Contact Jessica Barreras](#) to save your seat.

VIP Session by Jive Communications/ LogMeIn: Better Together – Winning With a True Vendor Partner

2:00pm - 3:00pm
VIP Events

Location: South Convention Center, Level 3, Palm B

Every vendor wants to tell you why you should sell their products. But what are they doing for you? In this session, learn from a veteran sales and marketing CxO about what it means for an organization to be partner-first. Look beyond SPIFFs and commissions to the sales, marketing and support tools and resources you need to rapidly accelerate the growth of your business — not just the vendor's.

One lucky attendee will win a \$500 gift card!

Separate registration required.

Already registered? [Contact Jessica Barreras](#) to save your seat.

VIP Session by AVANT: Welcome to the Golden Age of the Trusted Adviser

2:30pm - 3:45pm
VIP Events

Location: South Convention Center, Level 3, South Seas B

Compute power is exploding, the cost of capacity is getting cheaper and new technologies are disrupting the status quo. Today there are market-leading companies delivering best-of-breed solutions that many decision-makers have never heard of. Customers large and small have a growing shortage of IT talent and are struggling to keep up while the rate of change is only increasing. They need a lifeline. They need a guide to help them navigate the fast-changing IT landscape. They need a trusted adviser. They need you.

Never before has the opportunity been greater for the channel and The Trusted Adviser! Join Drew Lydecker President and co-founder of AVANT Communications and JP Tucker Product Director AVANT Communications for an in-depth review of the State of Disruption in IT and the opportunity it presents for the Golden Age of #TrustedAdvisors

Providers:

Bob Lyons, CEO Alert Logic - AVANT Master Agent exclusive

John DeLozier, Channel Chief, 8x8

Ray Watson, VP of Innovation, Masergy

Geoff Chretien, VP of Channels, NICE inContact

Nate Grinnell, Alliances Oracle (formerly Talari) - AVANT Master Agent Exclusive

Agents/VARS:

Eric Ludwig, Cloud Team Lead, CDW

Tim Wise, co-CEO, Advocate Networks

Matthew Toth, Founder, C3 Technology Advisors

JP Tucker, Product Director, AVANT Communications

At the end of the session, we will announce our Keynote Speaker for our Special Forces Summit in June, sponsored by 8x8.

"Someone everyone around the globe knows of"

Can't wait to tell you who it is!!

One lucky attendee will win a \$500 gift card!

Separate registration required.

SESSIONS

WEDNESDAY, APRIL 10 - 10/04/2019

Channel Partners Conference & Expo

April 9-12, 2019
Mandalay Bay
Las Vegas

Already registered? [Contact Jessica Barreras](#) to save your seat.

Founders' Forum: 22 Years of Leadership

3:00pm - 3:45pm
Revenue & Supplier Portfolio Conference Track sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas D

Where can you find Rick Dellar of Intelysis, Microcorp's Karin Fields, Ted Schuman of PlanetOne, TBI's Geoff Shepstone and Vince Bradley of WTG all together in one room? Only at Channel Partners. In this session marking 22 years of #CPEXpo we'll get the five industry pioneers who were there at the very beginning together to look back at how far we've come as a community and engage in a frank discussion of where the channel overall, and the master agent business model specifically, are headed.

All Access pass or Conference & Expo pass required to attend this session.

Participants

Moderator: Quy "Q" Nguyen - Founder & CEO, Allyance

Panelist: Vince Bradley - CEO, WTG

Panelist: Rick Dellar - Intelisy Co-Founder, Intelisy, a ScanSource company

Panelist: Karin Fields - CEO/COO, Microcorp

Panelist: Ted Schuman - Founder & CEO, PlanetOne

Panelist: Geoffrey Shepstone - President, TBI

Cybersecurity and Data Breaches From a Business Lawyer's Perspective

3:00pm - 3:45pm
Business Strategy Conference Track sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas C

Significant changes in the cybersecurity and data breach legal landscapes mean you need to reassess your exposure, as well as that of customers. The fact is, no company is immune from liability. In this session, we'll discuss current and future cybersecurity/data breach legislation and the FTC's role in regulatory and enforcement actions related to cybersecurity and data breaches. We'll cover steps to take to protect customers before, during and after a data breach, reveal liability for third-party providers (read: you) and touch on the ins and outs of cyber insurance.

All Access pass or Conference & Expo pass required to attend this session.

Participants

Speaker: Kathy Winger - Attorney at Law, Law Offices of Kathy Delaney Winger

Cracking the Customer Loyalty Code

3:00pm - 3:45pm
Marketing & Technology Conference Track sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas I

How can you grow your business faster? The answers may be hiding in plain view. You've worked hard to build a loyal customer base, but you are probably leaving easy money on the table. What if you could:

- Get more and better referrals from your customers?
- Win a larger "share of customer" by cross-selling and upselling?
- Turn the occasional unhappy user into a raging fan?

Every partner knows that increasing spend from existing customers is the lowest-cost way to boost revenue. However, winning at word of mouth and growing your ARPU demands that customers be committed to your services. In this session, we'll discuss ways to cross-sell and upsell your customer base, find hidden treasure in customer accounts, maximize annual revenue per user and gain more referrals.

All Access pass or Conference & Expo pass required to attend this session.

Participants

Speaker: Michael Schmidtman - Owner, Trans4mers

Go Inside the Channel Partners Thunderdome: UCaaS

4:00pm - 4:50pm
Thunderdome

Location: South Convention Center, Level 3, South Seas D

No steel cages here, just a forum where attendees can face a panel of top UCaaS suppliers in a head-to-head matchup. We'll have timer in hand to make sure the action keeps moving.

You will hear from the following suppliers during this session:

- **Jamaal Savwoir, Channel Sales Engineering Director, 8x8, Inc.**
- **J.P. Dundas, Director, North America Channel Sales, Fuze**
- **Stephen Yochum, Director and GM UCC, Ingram Micro**
- **Jim McGarry, Agent Channel Director, Central Region, Mitel**

Open to all attendees and exhibitors.

Already registered? [Contact our marketing team](#) or [log back into your registration](#) to save your seat.

Participants

Ringmaster: Bryan Reynolds - Director, Sales Operations, TBI

Inquisitor: Chris Donlan - Solutions Architect, SD-WAN Evangelist, MicroCorp

Inquisitor: Shaquille Fontenot - Director of Marketing, CNSG

Inquisitor: Jonathan Hartman - Senior Vice President of Sales, PlanetOne

Inquisitor: Matt Kanaskie - Director of IT Sales, Marco Technologies

Expo Hall Open

4:00pm - 7:00pm
Expo Hall

Location: South Convention Center, Level 1, Bayside AB

Open to all attendees and exhibitors.

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Opening Reception in the Expo Hall sponsored by AT&T

4:00pm - 7:00pm
Expo Hall

Location: South Convention Center, Level 1, Bayside AB

After a full day of education sessions and workshops, the channel is ready to unwind! The opening night reception is your opportunity to grab a drink and a plate of tasty food and get down to the business of networking.

Open to all attendees and exhibitors.

MSP Pavilion

4:00pm - 7:00pm
Expo Hall

Location: South Convention Center, Level 1, Bayside AB

The MSP Pavilion is a designated area on the show floor where MSPs can find the solutions and services they are looking for, all in one location. [View our floor plan to learn more >>](#)

Open to all attendees and exhibitors.

Coffee with Craig & Kevin

4:00pm - 4:15pm
Channel Partners Studio sponsored by LogMeIn

Location: South Convention Center, Level 1, Bayside AB, Booth 1053

Open to all attendees and exhibitors.

Channel Partners Studio Interviews

4:15pm - 7:00pm
Channel Partners Studio sponsored by LogMeIn

Location: South Convention Center, Level 1, Bayside AB, Booth 1053

Schedule

- 4:15 - 4:30 p.m. CenturyLink
- 4:30 - 4:45 p.m. IPtelX
- 4:45 - 5:00 p.m. AT&T
- 5:00 - 5:15 p.m. LogMeIn
- 5:15 - 5:30 p.m. Verizon
- 5:30 - 5:45 p.m. PlanetOne
- 5:45 - 6:00 p.m. Ingram Micro
- 6:00 - 6:15 p.m. TrainOurTroops

Open to all attendees and exhibitors.

Excellence in Digital Services & Channel Influencer Networking Awards Reception

6:30pm - 9:00pm
Networking

Location: South Convention Center, Level 3, South Seas B

Cap off your first day at Channel Partners with a reception honoring our Digi Award recipients and our 2019 Channel Influencers. We'll gather to honor our class of 2019 channel movers and shakers and hear about some of the great services your peers have provided to their clients. The rest of the time is yours to network, have some drinks and food, and enjoy the upbeat atmosphere.

Open to Conference & Expo and All Access Pass holders. Separate registration required.

Already registered? [Contact our marketing team](#) or [log back into your registration](#) to save your seat.

SCHEDULE

WEDNESDAY, APRIL 10 - 10/04/2019

Channel Partners Conference & Expo

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Mandalay Bay
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TIME	BUSINESS STRATEGY CONFERENCE TRACK SPONSORED BY NEX-TIVA	CHANNEL PARTNERS STUDIO SPONSORED BY LOG-MEIN	EXPO HALL	FASTBALL	KEYNOTE PROGRAMMING	MARKETING & TECHNOLOGY CONFERENCE TRACK SPONSORED BY NEX-TIVA	NETWORKING	REGISTRATION	REVENUE & SUPPLIER PORTFOLIO CONFERENCE TRACK SPONSORED BY NEX-TIVA	THUNDER-DOME	VIP EVENTS
8:00AM					<p>8:50am - Welcome Remarks</p> <p>8:55am - Channel Update</p>		<p>8:00am - VIP Lounge sponsored by Scan-Source</p> <p>8:00am - Mitel Experience Center – South Sea J</p> <p>8:30am - Breakfast & Networking sponsored by AT&T</p>	<p>8:00am - Registration sponsored by Fuze</p>			

SCHEDULE

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Channel Partners Conference & Expo

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9:00AM				<p>9:10am - Fastball: AVANT – What you need to know about the State of Disruption presented by AVANT</p> <p>9:42am - Fastball: Reach Customers You Couldn't Before ... With Broadband! presented by Viasat</p>	<p>9:17am - Can You Double Your Business In 2019?</p> <p>9:50am - 3 Technology Trends Shaping the Channel</p>						

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10:00AM	10:25am - Timing the Market: How All Companies Can Prepare for M&A Success					10:25am - Channel Chief Round Table			10:25am - Strategies for Success in Contact Center-as-a-Service		10:30am - VIP Session by Cyxtera: How to Sell Security & Colo Without Being an Expert 10:30am - VIP Session with MicroCorp: Addicted to Telecom? A 6 Step Program to Digital Transformation
11:00AM	11:20am - Catching & Keeping Rising Stars					11:20am - Reaching the Hidden IT Buyer	11:55am - Lunch & Networking sponsored by Innovative Business Solutions		11:20am - IoT in a Box: Are Prebuilt Bundles Right for Your Business? presented with IoT World		

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12:00PM				12:35pm - Fastball: Connecting With Confidence: The Right Solutions. The Right Partnership. Customer Satisfaction. presented by Spectrum	12:15pm - 3 Cutting-Edge Techs That Bleed Green 12:42pm - 70 Percent of Your Peers Want Out. Why?		12:00pm - BCM One Technology Lounge - Jasmine E				

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1:00PM				<p>1:02pm - Fastball: Get the network you need and the control you want with SD-WAN presented by MetTel</p> <p>1:20pm - Fastball: Will Your Customers' Networks Meet Business Demand in 2020? How About 2030? presented by 128 Technology</p>	<p>1:10pm - Trailblazer: Beyond Fire Drills: Why MSPs Must Embrace Proactive Security</p> <p>1:27pm - Small customers & BIG profits. Build a better bundle with Microsoft CSP.</p>						

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2:00PM	2:00pm - 4 Steps to Oust a Competitor					2:00pm - 5 Ways to Capture Customers' Attention			2:00pm - Where's the Money in Hyperscale Public Clouds? presented with Cloud Girls		<p>2:00pm - VIP Session by Sprint: Connecting People, Places and Things presented by Sprint</p> <p>2:00pm - VIP Session by Jive Communications/LogMeIn: Better Together – Winning With a True Vendor Partner</p> <p>2:30pm - VIP Session by AVANT: Welcome to the Golden Age of the Trusted Adviser</p>

SCHEDULE

WEDNESDAY, APRIL 10 - 10/04/2019

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3:00PM	3:00pm - Cybersecurity and Data Breaches From a Business Lawyer's Perspective					3:00pm - Cracking the Customer Loyalty Code			3:00pm - Founders' Forum: 22 Years of Leadership		
4:00PM		4:00pm - Coffee with Craig & Kevin 4:15pm - Channel Partners Studio Interviews	4:00pm - Expo Hall Open 4:00pm - Opening Reception in the Expo Hall sponsored by AT&T 4:00pm - MSP Pavilion							4:00pm - Go Inside the Channel Partners Thunderdome: UCaaS	
5:00PM											
6:00PM							6:30pm - Excellence in Digital Services & Channel Influencer Networking Awards Reception				

SESSIONS

THURSDAY, APRIL 11 - 11/04/2019

Channel Partners Conference & Expo

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Las Vegas

Mitel Experience Center – South Sea J

8:00am - 8:00pm
Networking

Location: South Convention Center, Level 3, South Seas J

Throw Your Best Pitch with Mitel

Stop by the Mitel Experience Center on the third floor in South Sea J for a chance to win MLB tickets!

Enjoy some drinks and snacks while you view live demos of hot-off-the-press solutions such as our new MiCloud Connect CX contact center offering. We'll walk you through our complete MiCloud Connect portfolio and highlight some differentiators plus new partner programs and SPIFFs so you can hit a home run with Mitel every time.

Join us on Wednesday and Thursday to see how easy it is working with Mitel.

Schedule a meeting at:
<https://mitelcplv19.youcanbook.me>

Registration sponsored by Fuze

8:30am - 6:00pm
Registration

Location: South Convention Center, Level 1, Bayside AB

Breakfast & Networking sponsored by 8x8 Inc.

8:30am - 9:00am
Networking

Location: South Convention Center, Level 3, South Seas B

Open to all attendees.

VIP Lounge sponsored by ScanSource

8:30am - 6:00pm
Networking

Location: South Convention Center, Level 1, Bayside AB, Booth 807

Located near the registration area, our VIP lounge, sponsored by ScanSource and Intelisis, is the place where Conference & Expo passholders can go to sit down, catch up on email, or have a meeting. With Wi-Fi, refreshments and charging stations, it's a great spot for a quick respite from the hustle and bustle!

Lightning Talk: Reducing Churn with Security

8:50am - 9:00am
Keynote Programming

Location: South Convention Center, Level 3, South Seas B

Few IT service providers consider themselves bona fide experts at managed services. While this means the barrier to market entry is low, these service providers are taking a hit on customer churn. Research from SolarWinds MSP shows that IT service businesses onboard new customers each month but lose almost as many. The research also shows that businesses are struggling with security and are looking for an assist. In this lightning session, Dave will offer attendees key research insights and best practices for avoiding churn by building strength in the security realm, especially as security remains an important beachhead for business growth.

Open to all attendees.

Participants

Speaker: Dave Sobel - Senior Director, MSP Evangelism, SolarWinds

Fastball: CloudStax for Agent: Microsoft Made Easy for the Agent Channel presented by Pax8

9:00am - 9:07am
Fastball

Location: South Convention Center, Level 3, South Seas B

When it comes to expanding your Microsoft offering through cloud-based services, you need a Wingman. Find out how you can capitalize on dynamic high-growth opportunities, improve your customer experience, receive award-winning support, and easily build a go-to-market plan with CloudStax for Agent.

Speaker: Nick Heddy, CRO, Pax8

Open to all attendees.

Powering Possibilities in a Changing Channel

9:07am - 9:42am
Keynote Programming

Location: South Convention Center, Level 3, South Seas B

This keynote is always one of the most anticipated at any Channel Partners event. Join Lynn Haber, senior editor, as well as executives from AVANT, Pax8, PlanetOne, TBI, Telarus and ScanSource. These industry insiders will share their perspectives on the state of the channel in a time of great change. Learn how they enable partners to go to market – and win.

Open to all attendees.

Participants

Moderator: Lynn Haber - Senior Editor, Channel Partners

Panelist: Adam Edwards - President, Co-Founder, Telarus Inc

Panelist: Ansley Hoke - Senior Vice President of VAR Marketing, North America, ScanSource

Panelist: Ian Kieninger - CEO, AVANT

Panelist: Ted Schuman - Founder & CEO, PlanetOne

Panelist: Geoffrey Shepstone - President, TBI

Panelist: Ryan Walsh - Senior Vice President of Partner Solutions, Pax8

Fastball: Reborn in the Cloud – Mitel Is Digital Transforming to Lead presented by Mitel

9:42am - 9:50am
Fastball

Location: South Convention Center, Level 3, South Seas B

Technology companies across the globe are feeling the disruption from startups claiming the title "born in the cloud." In order for these established brands to remain relevant, they must drastically transform their business strategies and infrastructure to address competitive pressures; otherwise, they risk becoming another Harvard Business Review statistic. Come learn how a 45-year-old telephony powerhouse has successfully been reborn in the cloud to compete and not only win, but become the number two leader in total UCaaS users globally.

Speaker: Daryl Reva, VP, UCaaS Marketing, Mitel

Open to all attendees.

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It's a Revolution: The New Speed of Business

9:50am - 10:15am
Keynote Programming

Location: South Convention Center, Level 3, South Seas B

The new speed of business is faster than ever. Our customers, your customers and your customers' customers expect a fine-tuned, omnichannel experience—and they expect information and resolutions immediately. Join John DeLozier to discuss how businesses are using one cloud communications platform to step up their tempo and outpace competitors.

Open to all attendees.

Participants

John DeLozier - Channel Chief and Vice President of Channel Strategy and Execution, 8x8

Channel Convergence: Inevitability or Implausibility?

10:25am - 11:10am
Business Strategy Conference Track sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas C

No change has impacted the channel more than the rise of technology delivered "as-a-service." More than a technological disruption, X-as-a-service (XaaS) has ushered in an era of business model revolution. Today there's great debate among thought leaders and channel chiefs over whether XaaS business models will become the de facto way of delivering technology, or whether multiple business models will coexist. The former could lead to a consolidation or convergence of channel models, while the latter would likely lead to a fractionalization with ramifications that are yet unknown. In this session, members of the Channel Futures Think Tank debate the possibilities.

All Access pass or Conference & Expo pass required to attend this session.

Participants

Moderator: Marie Rourke - Founder and Chief Channel Strategist, WhiteFox Marketing Inc.

Panelist: Jim Lippie - General Manager, Cloud Computing, Kaseya

Panelist: Christopher Rajiah - SVP, Worldwide Alliances and Partnerships, Alert Logic

Panelist: Craig Schlagbaum - Vice President Indirect Channels, Comcast Business

An Insider's Guide to Becoming a Video & Interview Ninja

10:25am - 11:10am
Marketing & Technology Conference Track sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas I

Social media and the demand for companies to create video content has changed everything. It used to be just executives doing interviews and being in front of the camera. Now, it's everyone's job. In this session, Channel Partners editorial leads will reveal insider advice for acing press or peer interviews and coming across as a pro on video.

All Access pass or Conference & Expo pass required to attend this session.

Participants

Panelist: Craig Galbraith - Executive Editor, Channel Partners

Panelist: Lorna Garey - Editor in Chief, Channel Partners Online and Channel Futures

Panelist: Lynn Haber - Senior Editor, Channel Partners

Panelist: Maggie Miller - Content Marketing Director, Channel Partners

Mastering Colocation to Maximize Profit

10:25am - 11:10am
Cloud & Colo Conference Track presented with Data Center Knowledge sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas D

The data center colocation industry is projected to reach more than \$60 billion in revenues by 2022, with annual growth exceeding 14 percent. Colocation has evolved significantly in recent years, and understanding key changes in delivery, reliability, services and pricing is critical to maximizing profits for channel partners. This engaging, interactive session will discuss key industry changes, followed by a "Top Ten" list of specific, executable strategies channel partners can intelligently adopt to maximize profits through expanding revenue and services paths, enhancing deployment and contract flexibility, and reducing colocation costs, all while controlling and preserving excellent data center delivery to the end user.

All Access pass or Conference & Expo pass required to attend this session.

Participants

Track Chair: Yevgeniy Sverdlik - Editor-in-Chief, Data Center Knowledge

Speaker: Kirk Killian - President, Partners National Mission Critical Facilities

VIP Session with Telarus: Do You Want to Be a Millionaire? You Can With Contact Center!

10:30am - 12:00pm
VIP Events

Location: South Convention Center, Level 3, Palm A

Telarus is shaking up the boring session space by playing "Who Wants to Be a Millionaire: The Contact Center Edition." We are bringing five leaders in the cloud contact center space together for a power-packed 90 minutes of education and information on ways you can win with them. We will choose lucky contestants from the audience to play as we ask questions and move rapidly through five suppliers. You will learn from each provider their value proposition, why they are winning and how you can position yourself to win with them. Escape the mind-numbing panels and avoid death by PowerPoint – come play and win! Food will be provided and prizes will be awarded for those who come, learn and engage. (Participating cloud contact center providers are 8x8, Five9, Genesys, NICEinContact, and Sharpen.)

One lucky attendee will win a \$500 gift card!

Separate registration required.

Already registered? [Contact Jessica Barreras](#) to save your seat.

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Channel Partners Studio Unplugged: Tips to Supercharge Your Channel Strategy sponsored by BluLogix

10:30am - 12:00pm

Channel Partners Studio sponsored by LogMeln

Location: South Convention Center, Level 1, Bayside AB, Booth 1053

Join three of the most opinionated – and connected – women in the channel for an intimate program. We'll share real-deal ways to improve your partner relationships and maximize the return on your investment. This block is open only to suppliers and exhibitors. Bring your problems, questions and concerns!

10:30 - 10:35 a.m. Welcome

10:35 - 11:05 a.m. Channel Acceleration Bootcamp Lite with Theresa Caragol

How do you find the right partners for your business – and then dodge common pitfalls that prevent otherwise healthy channels from succeeding?

11:05 - 11:35 a.m. Next-Gen Partner Program Playbook with Tina Gravel

Lifetime commissions? Innovative marketing tools? Learn from best practices and case studies based on one of the top channel programs in the industry.

11:35 a.m. - Noon Accelerate Partner Results With High-Impact Go-To-Market Strategies with Janet Schijns

Ready to create a plan to empower your partners to capture new markets, launch new solutions and deliver game-changing revenue streams? After all, those with an active plan return at two-times the ROI of those without when using MDF. If that sounds good, this session is for you.

Open to those with Exhibitor, Sponsor and Supplier Badges.

Participants

Theresa Caragol - Founder & CEO, Achieve Unite

Tina Gravel - SVP Global Channels and Alliances, Cyxtera

Janet Schijns - CEO, JS Group

My Customer Said, "Get Us to the Cloud!" But Which Workloads Stay On-Prem?

11:20am - 12:05pm

Cloud & Colo Conference Track presented with Data Center Knowledge sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas D

Your customers' CIOs are under incredible pressure to meet digital transformation goals, and "getting to the cloud" is typically an important component. However, moving a mix of newer and legacy applications to the cloud is complicated. Some workloads are fairly static, while others are quite variable. Mistakes in placement may be costly to the organization, both in performance and real dollars. In this session, we will explain how to identify applications that can easily move to the cloud versus those that should be left alone and discuss how to move workloads to ensure that customers get maximum value from their cloud journeys.

All Access pass or Conference & Expo pass required to attend this session.

Participants

Track Chair: Yevgeniy Sverdlik - Editor-in-Chief, Data Center Knowledge

Speaker: Mor Cohen - CTO, Cloud, Turbonomic

Leadership in the Post-Privacy, Security and Resell Era

11:20am - 12:05pm

Business Strategy Conference Track sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas C

Develop a product. Attract funding. Go public or sell to someone like Cisco. Boy, were those the days of entrepreneurship. Alas, today's CEO has far more things on his or her plate. Think regulatory oversight, data privacy, new funding mechanisms, customer experiences, AI and the IoT. In addition to new things, the old standbys no longer apply. Growth at all cost? Disruption without consequences? Technology idolatry regardless of implications? No leader can afford to think or strategize that way. For insights on how the most successful execs work today, check out this CEO roundtable featuring three of the industry's most dynamic up-and-coming leaders.

All Access pass or Conference & Expo pass required to attend this session.

Participants

Moderator: T.C. Doyle - Senior Content Director, Channel, Channel Futures

Panelist: Bob Lyons - CEO, Alert Logic

Panelist: Fred Voccola - CEO, Kaseya

Panelist: Daniel Saks - President & Co-CEO, AppDirect

5 Secrets of Upmarket Partners

11:20am - 12:05pm

Marketing & Technology Conference Track sponsored by Nextiva

Location: South Convention Center, Level 3, South Seas I

Solution providers who punch above their weight, serving very large enterprises, international firms and highly specialized industries, have a few things in common. In this session, four top partners let you in on their secrets to success.

All Access pass or Conference & Expo pass required to attend this session.

Participants

Moderator: Dave Dyson - Communications Visionary & Thought Leader, Eclipse Telecom

Panelist: Tom McKeown - Founder/CEO, Broadreach

Panelist: Joe Rice - Managing Director, Activiti

Panelist: Nancy Sabino - CEO & Co-Founder, SabinoCompTech

Lunch & Networking sponsored by Verizon

11:55am - 12:25pm

Networking

Location: South Convention Center, Level 3, South Seas B

Open to all attendees.

BCM One Technology Lounge - Jasmine E

12:00pm - 4:00pm

Networking

Location: South Convention Center, Level 3, Jasmine E

Come for a Drink, Stay for the Partnership

Stop by the BCM One Technology Lounge – Room: Jasmine E and enjoy a drink and light appetizers. Discover why agents and VARS are loyal partners with BCM One.

We'd love to meet with you to discuss about our enhanced channel partner program and overall solutions and support you'll receive from BCM One. We can update you about our recent big announcement as we embark on our next level of growth and what that means to you as a BCM One channel partner. Schedule a meeting at marketing@bcmone.com.

Open to all attendees.

SESSIONS

THURSDAY, APRIL 11 - 11/04/2019

Channel Partners Conference & Expo

April 9-12, 2019
Mandalay Bay
Las Vegas

The Innovation Imperative

12:15pm - 12:40pm
Keynote Programming

Location: South Convention Center, Level 3, South Seas B

The advent of new cognitive capabilities along with massive computer-generated automation make three facts immutable:

1. Applications and data will be increasingly fragmented across a new generation of infrastructure.
2. Service provider ecosystems will challenge the relevance of incumbent technology vendors.
3. The new IT buyer will favor innovation over the status quo because digital disruption means the risk of changing nothing is becoming greater than the risk of failure.

Now, a new class of provider is emerging in support of that IT buyer. In this keynote, Michelle Bailey, group vice president, general manager and IDC research fellow, will explain why it's a watershed moment for enterprise technology adoption — and how partners can become an intrinsic part of that success.

Open to all attendees.

Participants

Speaker: Michelle Bailey - Group Vice President, General Manager, IDC Research Fellow

Fastball: Why Build a Network to Fail When You Can Build a Fail-Safe Network? presented by Oracle

12:40pm - 12:47pm
Fastball

Location: South Convention Center, Level 3, South Seas B

Only a fail-safe SD-WAN works for mission-critical applications. While SD-WAN certainly increases network capacity and can improve traffic reliability, only a fail-safe implementation of the technology truly delivers a higher quality of user experience, increased visibility into the WAN and link aggregation while lowering costs.

Speaker: George Just, VP Global SD-WAN Sales – Oracle Communications

Open to all attendees.

Talkin' Cloud 'Til You're Walkin' Cloud

12:47pm - 1:00pm
Keynote Programming

Location: South Convention Center, Level 3, South Seas B

Since IBM first named us a “reseller channel” in 1981, the key to our continuing success has always been constant innovation. Now with cloud accelerating everything else, our pace of innovation must accelerate as well. The 2019 Talkin' Cloud 100 awardees have been selected based on their innovations in the CSP space, shining examples of the way CSPs are now defining the possibilities of cloud services. In this panel session we'll ask them what inspired innovation in each of them and where they see our cloud-centered channel going next. Need a great catalyst to get your creative juices flowing? Join us as we celebrate this year's winners.

Open to all attendees.

Participants

Moderator: Howard M. Cohen - Senior Resultant, HMC Write Now

Panelist: J.P. Dundas - Director, North America Channel Sales, Fuze

Panelist: Sonal Puri - CEO, Webscale

Panelist: Jim Regan - Channel VP, Vonage

Fastball: The Power of Robust VM Backup & Office 365 Backup presented by Altaro Software

1:00pm - 1:07pm
Fastball

Location: South Convention Center, Level 3, South Seas B

Having a backup/DR vendor you can count on can make or break your business when you are in a tough situation. Join us for a Fastball session where we'll show you how Altaro products can protect customers' Hyper-V and VMware VMs and Office 365 mailboxes simply, efficiently — and without breaking the bank.

Speaker: Andy Syrewicze, Technical Evangelist Microsoft Cloud & Datacentre MVP, Altaro Software

Open to all attendees.

Lightning Talk: Vision Without Execution Is a Dream

1:07pm - 1:17pm
Keynote Programming

Location: South Convention Center, Level 3, South Seas B

Open to all attendees.

Participants

Speaker: Tim Conkle - CEO, The 20

Fastball: Rackspace: So You Can Be Great presented by Rackspace

1:17pm - 1:24pm
Fastball

Location: South Convention Center, Level 3, South Seas B

Speaker: Michael Stephens, Director, Channel Sales, Rackspace

Open to all attendees.

Take the SMB Challenge

1:24pm - 1:49pm
Keynote Programming

Location: South Convention Center, Level 3, South Seas B

Let's face it, the SMB market is underserved. Do we really understand their mindset? Are they consumers or are they businesses or something completely unique? There are nearly 30 million small businesses in the United States employing 47.8 percent of US workers according to US Small Business Administration. Getting to know this enigmatic group of customers can unlock significant growth opportunities in the channel, yet very few companies have taken the challenge to really get to know them. Catherine will share what she and her team have learned about the SMB persona and how your business can use it to accelerate your business.

Open to all attendees.

Participants

Catherine Sugarbroad - Executive Director SMB Product, Verizon

Expo Hall Open

2:00pm - 6:00pm
Expo Hall

Location: South Convention Center, Level 1, Bayside AB

Open to all attendees and exhibitors.

Pub Crawl

2:00pm - 6:00pm
Expo Hall

Location: South Convention Center, Level 1, Bayside AB

Discussing business over drinks is a tried-and-true way to make new connections — we're just making it more convenient! Visit participating exhibitors' booths during expo hall hours for a complimentary beverage. Open to all attendees.

Open to all attendees and exhibitors.

SESSIONS

THURSDAY, APRIL 11 - 11/04/2019

Channel Partners Conference & Expo

April 9-12, 2019

Mandalay Bay
Las Vegas

MSP Pavilion

2:00pm - 6:00pm
Expo Hall

Location: South Convention Center, Level 1, Bayside AB

The MSP Pavilion is a designated area on the show floor where MSPs can find the solutions and services they are looking for, all in one location. [View our floor plan to learn more >>](#)

Open to all attendees and exhibitors.

Coffee with Craig & Kevin

2:00pm - 2:10pm
Channel Partners Studio sponsored by LogMeln

Location: South Convention Center, Level 1, Bayside AB, Booth 1053

Open to all attendees and exhibitors.

Go Inside the Channel Partners Thunderdome: SD-WAN

2:00pm - 2:50pm
Thunderdome

Location: South Convention Center, Level 3, South Seas D

No steel cages here, just a forum where attendees can face a panel of top SD-WAN suppliers in a head-to-head matchup. We'll have timer in hand to make sure the action keeps moving.

You will hear from the following suppliers during this session:

Matt Douglass, Sr. Director Sales Engineering, CBTS

George Just, VP, Global SD-WAN Sales, Oracle Communications

Olen Scott, Senior Vice President, Worldwide Channels at Aryaka Networks

Ryan Williams, Director of Channel Sales – Agent Community, CloudGenix

Open to all attendees and exhibitors.

Already registered? [Contact our marketing team](#) or [log back into your registration](#) to save your seat.

Participants

Ringmaster: Bryan Reynolds - Director, Sales Operations, TBI

Inquisitor: Chris Donlan - Solutions Architect, SD-WAN Evangelist, MicroCorp

Inquisitor: Shaquille Fontenot - Director of Marketing, CNSG

Inquisitor: Christine Sanni - Mid-Atlantic South, Channel Manager, Intelisys, a ScanSource company

Partner Breakout Session: High Margin, Low Maintenance: Reselling Native Office 365 Email Security presented by Vade Secure

2:00pm - 2:50pm
Partner Breakout Session

Location: South Convention Center, Level 3, South Seas C

Harvesting Office 365 credentials is now the most profitable activity for cybercriminals. That's why, in Q4 2018, Microsoft was the most impersonated brand, with 2.3 times more attacks than number 2, Netflix. While credential phishing is a serious enough threat, it's just the beginning. Hackers are increasingly using compromised legitimate Office 365 accounts to launch even more damaging spear phishing attacks.

Discover how to grow your business – and margins – by reselling Vade Secure's email security add-on for Office 365. We'll walk you through the solution's native O365 integration, including its unique advantages over gateway products. We'll show you how we leverage machine learning to block unknown phishing, spear phishing and malware attacks. And we'll also introduce our new Remediate feature and how you can offer ancillary threat remediation services to clients to further grow your business.

Open to all attendees and exhibitors.

Partner Breakout Session: Monetizing the Shift to Cloud-Based Data Center Infrastructure presented by COLOTRAQ

2:00pm - 2:50pm
Partner Breakout Session

Location: South Seas I

There has been an undeniable shift of traditional data center infrastructure from physical colocated environments to the cloud, both public and private. In this session we will go over the various drivers behind this trend and how channel partners can immediately capitalize on and monetize this shift by partnering with COLOTRAQ and leveraging their resources. We will cover COLOTRAQ's cloud capabilities and how you can seamlessly deliver them to your clients.

Speaker: Dany Bouchédid, Chief Executive Officer, COLOTRAQ

Open to all exhibitors and attendees.

SESSIONS

THURSDAY, APRIL 11 - 11/04/2019

Channel Partners Conference & Expo

April 9-12, 2019
Mandalay Bay
Las Vegas

Channel Partners Studio Interviews

2:10pm - 2:55pm

Channel Partners Studio sponsored by LogMeln

Location: South Convention Center, Level 1, Bayside AB, Booth 1053

2:10 - 2:25 p.m. Analyst Panel

2:25 - 2:40 p.m. CoreDial

2:40 - 2:55 p.m. Avaya

Open to all attendees and exhibitors.

Fourth Annual Cloud Girls Rising: Women to Watch Awards

2:55pm - 3:05pm

Channel Partners Studio sponsored by LogMeln

Location: South Convention Center, Level 1, Bayside AB, Booth 1053

Cloud Girls, along with the Alliance of Channel Women, will honor women in the service provider, cloud provider and channel community who have shown leadership and innovation in the emerging cloud space in 2018.

Winners will be named in two categories:

- Trailblazer: A seasoned female technology industry veteran who is paving the way for her organization, customers and industry in advancing cloud and next-generation technology solutions.
- Rising Star: A female up-and-comer in the cloud community who has shown initiative in advancing cloud and next-generation technology solutions for her organization, customers and the industry.

Open to all attendees and exhibitors.

Participants

Award Presenter: Janet Schijns - CEO, JS Group

New Exhibitors News Desk

3:05pm - 4:40pm

Channel Partners Studio sponsored by LogMeln

Location: South Convention Center, Level 1, Bayside AB, Booth 1053

Want a cheat sheet on hot first-time exhibitors? Stop by the Channel Partners Studio for our New Exhibitor News Desk. Hear from select first-time exhibitors in this SNL-esque newsroom. The jokes and jabs will keep you entertained and leave you eager to learn more.

Open to all attendees and exhibitors.

Channel Partners Studio Interviews

4:40pm - 4:50pm

Channel Partners Studio sponsored by LogMeln

Location: South Convention Center, Level 1, Bayside AB, Booth 1053

4:40 - 4:50 p.m. Vince Bradley, WTG & Dan Saks, AppDirect

Open to all attendees and exhibitors.

Channel Partners Awards Show

5:00pm - 5:25pm

Channel Partners Studio sponsored by LogMeln

Location: South Convention Center, Level 1, Bayside AB, Booth 1053

Be part of the hubbub at Channel Partners Studios when we announce the winners of the Channel Partners Conference & Expo awards.

To start with, there's the Best in Show: Best New Exhibitor, Best Booth Design, Best Giveaway/Promotion and Best New Product. The Channel Partners audience votes for these awards, so be sure to cast your ballot on the mobile app or by stopping by the Channel Partners Booth.

Next up is Channel Maker, presented to exhibitors in three categories — carriers & cablecos, masters & distributors and next-gen solution providers — who went above and beyond in bringing their partners to the conference. Winners will be determined by who has the most expo passes booked using their dedicated code.

Finally, the Channel Partners Choice Awards will recognize vendors for innovations in their channel programs. Winners have been selected on the basis of nominations submitted by partners.

Open to all attendees and exhibitors.

Channel Partners Studio Interviews

5:25pm - 5:55pm

Channel Partners Studio sponsored by LogMeln

Location: South Convention Center, Level 1, Bayside AB, Booth 1053

5:25 - 5:40 p.m. Earthlink

5:40 - 5:55 p.m. To Be Determined

Open to all attendees and exhibitors.

Passport Drawing Announcement

5:55pm - 5:58pm

Channel Partners Studio sponsored by LogMeln

Location: South Convention Center, Level 1, Bayside AB, Booth 1053

Open to all attendees and exhibitors.

Conference Survey Announcement

5:58pm - 6:00pm

Channel Partners Studio sponsored by LogMeln

Location: South Convention Center, Level 1, Bayside AB, Booth 1053

Open to all attendees and exhibitors.

Millennial Meetup: No Mo' FOMO

6:30pm - 7:30pm

Networking

Location: South Convention Center, Level 3, Palm A

Join your hosts, Channel Partners NX2Z co-founders James Anderson and Aaron Leveston, grab a drink and a bite, network with peers before heading out for the last night in Las Vegas. All attendees age 35 and under are invited to learn about our community for the emerging generation of channel pros, Channel NX2Z.

Open to all attendees age 35 and under.

Already registered? [Contact our marketing team](#) or [log back into your registration](#) to save your seat.

Circle of Excellence Awards Dinner

6:30pm - 8:00pm

Networking

Location: Mandalay Bay, Aureole

Introduced in 2013, the Channel Partners Circle of Excellence program recognizes IT and telecom channel leaders who are helping their partners create business value for customers. The Circle of Excellence honors executives for their vision, innovation and advocacy of the indirect channel during a time of transition and convergence.

By invitation only.

SCHEDULE

THURSDAY, APRIL 11 - 11/04/2019

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April 9-12, 2019

Mandalay Bay
Las Vegas

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8:00AM						8:50am - Lightning Talk: Reducing Churn with Security		8:00am - Mitel Experience Center – South Sea J 8:30am - Breakfast & Networking sponsored by 8x8 Inc. 8:30am - VIP Lounge sponsored by ScanSource		8:30am - Registration sponsored by Fuze		

SCHEDULE

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9:00AM					<p>9:00am - Fastball: CloudStax for Agent: Microsoft Made Easy for the Agent Channel presented by Pax8</p> <p>9:42am - Fastball: Reborn in the Cloud – Mitel Is Digital Transforming to Lead presented by Mitel</p>	<p>9:07am - Powering Possibilities in a Changing Channel</p> <p>9:50am - It's a Revolution: The New Speed of Business</p>						

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10:00AM	10:25am - Channel Convergence: Inevitability or Implausibility?	10:30am - Channel Partners Studio Unplugged: Tips to Supercharge Your Channel Strategy sponsored by BluLogix	10:25am - Mastering Colocation to Maximize Profit				10:25am - An Insider's Guide to Becoming a Video & Interview Ninja					10:30am - VIP Session with Telarus: Do You Want to Be a Millionaire? You Can With Contact Center!
11:00AM	11:20am - Leadership in the Post-Privacy, Security and Resell Era		11:20am - My Customer Said, "Get Us to the Cloud!" But Which Workloads Stay On-Prem?				11:20am - 5 Secrets of Upmarket Partners	11:55am - Lunch & Networking sponsored by Verizon				

SCHEDULE

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12:00PM					12:40pm - Fastball: Why Build a Network to Fail When You Can Build a Fail-Safe Network? presented by Oracle	12:15pm - The Innovation Imperative 12:47pm - Talkin' Cloud 'Til You're Walkin' Cloud		12:00pm - BCM One Technology Lounge - Jasmine E				

SCHEDULE

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April 9-12, 2019

Mandalay Bay
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1:00PM					<p>1:00pm - Fastball: The Power of Robust VM Backup & Office 365 Backup presented by Altaro Software</p> <p>1:17pm - Fastball: Rackspace: So You Can Be Great presented by Rackspace</p>	<p>1:07pm - Lightning Talk: Vision Without Execution Is a Dream</p> <p>1:24pm - Take the SMB Challenge</p>						

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April 9-12, 2019

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2:00PM		<p>2:00pm - Coffee with Craig & Kevin</p> <p>2:10pm - Channel Partners Studio Interviews</p> <p>2:55pm - Fourth Annual Cloud Girls Rising: Women to Watch Awards</p>		<p>2:00pm - Expo Hall Open</p> <p>2:00pm - Pub Crawl</p> <p>2:00pm - MSP Pavilion</p>					<p>2:00pm - Partner Breakout Session: High Margin, Low Maintenance: Reselling Native Office 365 Email Security presented by Vade Secure</p> <p>2:00pm - Partner Breakout Session: Monetizing the Shift to Cloud-Based Data Center Infrastructure presented by COLOTRAQ</p>		<p>2:00pm - Go Inside the Channel Partners Thunderdome: SD-WAN</p>	

SCHEDULE

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April 9-12, 2019

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3:00PM		3:05pm - New Exhibitors News Desk										
4:00PM		4:40pm - Channel Partners Studio Interviews										

SCHEDULE

THURSDAY, APRIL 11 - 11/04/2019

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5:00PM		<p>5:00pm - Channel Partners Awards Show</p> <p>5:25pm - Channel Partners Studio Interviews</p> <p>5:55pm - Passport Drawing Announcement</p> <p>5:58pm - Conference Survey Announcement</p>										

SCHEDULE

THURSDAY, APRIL 11 - 11/04/2019

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6:00PM								<p>6:30pm - Millennial Meet-up: No Mo' FOMO</p> <p>6:30pm - Circle of Excellence Awards Dinner</p>				

SESSIONS

FRIDAY, APRIL 12 - 12/04/2019

Channel Partners Conference & Expo

April 9-12, 2019
Mandalay Bay
Las Vegas

Registration sponsored by Fuze

10:00am - 12:00pm
Registration

Location: South Convention Center, Level 1, Bayside AB

Expo Hall Open

10:00am - 12:00pm
Expo Hall

Location: South Convention Center, Level 1, Bayside AB

Continental Breakfast sponsored by AT&T

10:00am - 12:00pm
Expo Hall

Location: South Convention Center, Level 1, Bayside AB

Wrap up the conference with a light breakfast and some networking before heading out.

VIP Lounge sponsored by ScanSource

10:00am - 12:00pm
Networking

Location: South Convention Center, Level 1, Bayside AB, Booth 807

Located near the registration area, our VIP lounge, sponsored by ScanSource and Intelisisys, is the place where Conference & Expo passholders can go to sit down, catch up on email, or have a meeting. With Wi-Fi, refreshments and charging stations, it's a great spot for a quick respite from the hustle and bustle!

MSP Pavilion

10:00am - 12:00pm
Expo Hall

Location: South Convention Center, Level 1, Bayside AB

The MSP Pavilion is a designated area on the show floor where MSPs can find the solutions and services they are looking for, all in one location. [View our floor plan to learn more >>](#)

Open to all attendees and exhibitors.

SCHEDULE

FRIDAY, APRIL 12 - 12/04/2019

Channel Partners Conference & Expo

April 9-12, 2019
Mandalay Bay
Las Vegas

TIME	EXPO HALL	NETWORKING	REGISTRATION
10:00AM	<p>10:00am - Expo Hall Open</p> <p>10:00am - Continental Breakfast sponsored by AT&T</p> <p>10:00am - MSP Pavilion</p>	<p>10:00am - VIP Lounge sponsored by ScanSource</p>	<p>10:00am - Registration sponsored by Fuze</p>