## Channel Partners Evolution Golf Invitational

8 am - 1:30 pm
Channel Partners Evolution Golf Invitational

*If you are interested in sponsoring a foursome, please contact us [here](#).*

Separate registration required. If you are interested in golfing, please contact us [here](#).

### Opening Keynote & Lunch

12 pm - 1 pm

**Keynote Programming**

*All Access pass required to attend this session.*

**Participants**

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

**Digital Business Workshop**

1:10 pm - 4 pm

**Digital Business Workshop**

This afternoon of guided networking is all about interactive learning from peers in a series of facilitated discussions. Move with your group across four topical areas, guided by experts. Open to partners only and limited to 40 participants.

**Table 1: Bigger Customers, Bigger Profits: Capturing Large-Enterprise Business**

Suppliers want partners with the skill and experience to land huge deals. After all, it takes a lot of five-figure SMB engagements to move the quota needle. Focus only down-market, and the channel will always play second fiddle to direct sales teams and big systems integrators. We'll discuss ways to move up-market over time, including reaching out to line-of-business decision-makers.

**Facilitator:**

**Table 2: Marketing Now: Omnichannel, Digital & Data-Driven**

If your idea of omnichannel marketing is an email followed by a phone call, welcome to 1997. The science of selling has come a long way. Today you need video, social, data analysis, sales alignment, events — all in pursuit of a consistently excellent customer experience. We'll review marketing tools and techniques that deliver high impact, with tools for every budget.

**Facilitator: Sonya Meline, Effortless Office**

**Table 3: Growing Big by Getting Focused**

Ever feel lost amid a sea of information and communications technology (ICT) business consultants who offer similar services, prices and expertise? Then maybe you need a market niche or specialization. It might sound counterintuitive, but some of the most successful partners today report that their growth has come from resizing their focus — from overly broad to narrowly defined. Join with peers to discuss how practitioners have developed strong businesses after creating a value proposition around a function, geography, vertical market, customer segment, technology or combination thereof.

**Facilitator:**

**Table 4: SaaS IT Up! Opportunities in Applications Sales**

Price commoditization. Increased competition. Disruptive innovation. All of these and more have put pressure on VARs and MSPs — to differentiate their businesses, to build new technology practices and to create new customer experiences. One way to buffer your business against existential threats is by getting into one of the fastest-growing parts of the technology economy: software-as-a-service (SaaS). Is this discussion, business practitioners will share first-hand details of how they embraced new cloud services, what returns they enjoyed and what lessons they learned. Hear from companies like yours about the hottest products they sell, the customer interactions they enjoy and the impediments that limit deeper engagement. If you're worried about the future of your business and the fate of companies that sell basic commodity products and services, then this discussion is a must for you.

**Facilitator:**

**All Access pass required to attend this session.**

**Participants**

**Moderator:** T.C. Doyle - Senior Content Director, Channel, Penton Technology

**Sonya Meline - Vice President of Sales & Marketing, Effortless Office**

[mtm.knect365.com/channel-partners-evolution/](http://mtm.knect365.com/channel-partners-evolution/)
IoT Bootcamp: Exercise Your Right to Profit
1:10 pm - 4 pm
Your carrier and technology partners have Internet of Things platforms, hardware and connectivity options set to go. Masters and distributors stand ready with integration help. Customers are reading about smart vehicles, cities and devices. So where are you? If the answer isn’t “Building an IoT practice,” you need this boot camp.

1:10 - 2 p.m.
Platform, Hardware & Software
In this session, we’ll explore various IoT platforms — the glue connecting edge hardware, access points, data networks and end-user apps — and survey the current sensor landscape. We’ll also discuss software, particularly APIs that link everything to the cloud.
Moderator:
Panelists:

2:10 - 3 p.m.
Connectivity, Security & Regulation
Carriers including AT&T and Verizon as well as cable companies are looking to connect sensors to edge and core networks. After all, if you can’t get customer data to an analytics engine, why bother collecting it? We’ll also discuss applicable standards and regulations and have the all-important security discussion.
Moderator:
Panelists:

3:10 - 4 p.m.
Services & The Sales Cycle
Now you have an IoT practice and some value-added services, like HVAC control or fleet monitoring. Who do you call on within the prospect organization? How do you market your expertise to the community? Should you consider partnering to offer a more turnkey solution? We will discuss marketing, supporting and succeeding with an IoT solution using an MSP model.
Moderator:
Panelists:

Ransomware: Prevent, Recover, Understand
1:10 pm - 4 pm
Ransomware: Prevent, Recover, Understand
The number of ransomware incidents increased to 228 in the 2017 Verizon Data Breach Investigation Report, up from 159 in the 2016 DBIR. Attackers are getting more sophisticated, and they’re spreading the malware around: The majority — 61 percent — of confirmed victims had fewer than 1,000 employees. No matter what your channel business, you need to help customers protect their data.
1:10 - 2 p.m.
An Ounce Of Prevention ...
Ransomware has been a scourge for years. Customers must be aware of the problem and have prevention plans in place, right? Wrong. These attacks are getting easier to launch and harder to recover from.
This track will cover prevention techniques:
• How ransomware gets in
• How to provide end user education as a service
• Technologies to help block ransom malware, such as advanced AV and web and email filtering
• Advanced phishing techniques to watch for, including “whaling”
Speaker:
2:10 - 3 p.m.
Pay Up or Push Back?
Experts differ on whether a customer should pay ransom. In some cases, attackers don’t provide the encryption keys even after they collect their bitcoins. They may even come back for another bite.
This track will cover recovery techniques:
• Disaster recovery considerations, including the criticality of having isolated backups
• Preparation in case a customer decides to pay, from how to set up a bitcoin wallet to why timing is critical
• Steps to figure out how the attack was pulled off and quickly close that window
• The latest in decryption options from industry efforts such as #NoMoreRansom, which now hosts 27 free decryption tools and calculates that it has successfully diverted more than $3 million from criminals.
Speaker:
3:10 - 4 p.m.
Knowledge Is Power
Attackers are wily. They frequently change up techniques and malware types to attempt to defeat prevention and recovery measures. Understanding the mindset of malicious hackers can help you stay a step ahead.
This track will cover topics including:

All Access pass required to attend this session.
Participants
Track Chair: Rick Beckers - President, CloudTech1

Closing Keynote & Networking Reception
4:10 pm - 6 pm
Keynote Programming
All Access pass required to attend this session.
The CSP Opportunity

12 pm - 4 pm

Today's cloud service providers offer much more than the IT version of pay-per-use utilities: IaaS, hosted private cloud and inexpensive storage. Modern CSPs are part ISP, part MSP and part consultant. They help customers maximize uptime and flexibility, take advantage of new technologies without large capital and manpower investments, and grow IT as the business grows.

Who should attend: CSPs looking to learn what's new and ISPs, hosts, agents, VARs and MSPs looking to expand into this hot space

12 – 1 p.m.

Opening Keynote Panel: New Stack City

Grab a bite and listen to top CSPs discuss how and why they chose the platforms on which they run their private and hybrid cloud infrastructures. We'll discuss the status of Azure Stack and how it will compare with OpenStack and VMware; explore the hybrid cloud versus multicloud discussion; and touch on new hardware options.

Moderator: Bill Kleyman, CTO, MTM Technologies
Panel: John White, VP of Product Strategy, Expedient

1:10 – 2 p.m.

The Next-Gen, Software-Defined Host

You've heard the buzz around containers, microservices, software-defined storage and servers, stateless architectures, direct interconnects — this is definitely not your daddy's infrastructure. In this session, top network engineers will walk through these and other concepts with an eye toward TCO, technical maturity, scalability and other practical considerations critical to CSPs.

Speaker: John White, VP of Product Strategy, Expedient

2:10 – 3 p.m.

Protecting Customers Is Job #1

CSPs need to battle ransomware, DDoS attacks and other exploits that can result in downtime and loss of customer trust, not to mention PCI certifications. Besides data center security basics, are you up to speed on secure protocols like SSL, SFTP and HTTPS? What about replication engineered to inoculate against ransomware, support for 2FA and encryption, and new DDoS protection options? In this session, we'll discuss current best practices for running a secure operation.

Panel: Bill Kleyman, CTO, MTM Technologies

3:10 – 4 p.m.

The Business End

Now that you've built cloud services, you need to manage, deliver and monetize them. In this session we'll discuss the anatomy of a cloud service in a practical way: How do you create a billing system and how do you know what to charge for your service? Do you segregate each user instance? How do you build a user portal so that your service is easy to provision and, to the extent possible, user-self-managed?

Panel:

All Access pass required to attend this session.

Participants

Bill Kleyman - CTO, MTM Technologies
John White - VP of Product Strategy, Expedient

Registration Open

12 pm - 5 pm

Registration

Open to exhibitors and All Access pass holders.

Women in the Channel Networking Event

5 pm - 8 pm

Networking

The Women in the Channel Networking Mixer is the perfect way to kick off the Channel Partners Evolution event! Join other successful women in the channel to discuss key business topics that impact professional women today. Network with old friends and discover new relationships that will help your business grow, your skills improve and your career soar! This comfortable, open forum fosters collaboration, support and inspiration. Come early, bring a friend and be a part of this special event.

Separate registration required.

First-Time Attendee Reception

7 pm - 9 pm

Networking

Location: Reverbery @ The Hilton Austin

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

tmt.knect365.com/channel-partners-evolution/
<table>
<thead>
<tr>
<th>TIME</th>
<th>CHANNEL PARTNERS EVOLUTION GOLF INVITATIONAL</th>
<th>DIGITAL BUSINESS WORKSHOP</th>
<th>IOT BOOTCAMP: EXERCISE YOUR RIGHT TO PROFIT</th>
<th>KEYNOTE PROGRAMMING</th>
<th>NETWORKING</th>
<th>RANSOMWARE: PREVENT, RECOVER, UNDERSTAND</th>
<th>REGISTRATION</th>
<th>THE CSP OPPORTUNITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 AM</td>
<td>8 am - Channel Partners Evolution Golf Invitational</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 AM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 AM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 AM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 PM</td>
<td></td>
<td></td>
<td>12 pm - Opening Keynote &amp; Lunch</td>
<td></td>
<td></td>
<td>12 pm - Registration Open</td>
<td>12 pm</td>
<td>The CSP Opportunity</td>
</tr>
<tr>
<td>1 PM</td>
<td>1:10 pm - Digital Business Workshop</td>
<td>1:10 pm - IoT Bootcamp: Exercise Your Right to Profit</td>
<td>1:10 pm - Ransomware: Prevent, Recover, Understand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 PM</td>
<td></td>
<td></td>
<td>4:10 pm - Closing Keynote &amp; Networking Reception</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5 pm - Women in the Channel Networking Event</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TIME</td>
<td>CHANNEL PARTNERS EVOLUTION GOLF INVITATIONAL</td>
<td>DIGITAL BUSINESS WORKSHOP</td>
<td>IOT BOOTCAMP: EXERCISE YOUR RIGHT TO PROFIT</td>
<td>KEYNOTE PROGRAMMING</td>
<td>NETWORKING</td>
<td>RANSOMWARE: PREVENT, RECOVER, UNDERSTAND</td>
<td>REGISTRATION</td>
<td>THE CSP OPPORTUNITY</td>
</tr>
<tr>
<td>------</td>
<td>---------------------------------------------</td>
<td>---------------------------</td>
<td>--------------------------------------------</td>
<td>--------------------</td>
<td>-----------</td>
<td>------------------------------------------</td>
<td>-------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>6 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7 pm - First-Time Attendee Reception</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Preparing Customers for a Harsh GDPR Reality
9:55 am - 10:40 am
Cloud Education Track
When the EU's new General Data Protection Regulation (GDPR) goes into effect in May 2018, the compliance landscape will change dramatically. GDPR’s aim is to streamline EU laws to protect citizens’ data, and punitive fines will be imposed for missteps. Firms that sell to companies housing EU consumer data know they need to prep. A recent PwC pulse survey shows that 77 percent of U.S. multinational corporations will spend at least $1 million to achieve compliance before the deadline. Under the law, data protection officers become a mandated role — and they will need all the help they get in the short term.

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

Participants
Speaker: Gary Southwell - VP & General Manager, Products Division, CSPi

VIP Session
10:30 am - 11:30 am
VIP Events
Separate registration required.

Want Millennial Customers? Don’t Sell to Them
10:50 am - 11:35 am
Business Education Track
In a survey of 262 businesses by the Arketi Group, more than half of millennial respondents describe themselves as decision-makers for technology purchases. As this digital-native group becomes a larger proportion of the workforce, MSPs and other channel partners must adapt. Selling techniques that worked on Boomers won’t translate, and missteps are damaging — given high inherent loyalty among millennials, once lost, their business is difficult to recapture. Join Stephanie Dismore, VP and GM, Americas Commercial Channel for HP, Inc., to learn how to win and keep the new decision-makers.

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

Participants
Moderator: Stephanie Dismore - Vice President & General Manager, Americas Channels, HP

To Be Announced
10:50 am - 11:35 am
Cloud Education Track
All Access pass or Conference & Expo pass required to attend this session.

But Do They Love It? The Customer Experience Imperative
1:30 pm - 1:50 pm
Keynote Programming
Acme Connected Apparel needs to grow sales beyond its initial client base. The most important factor: a positive customer experience. It’s critical to a company’s brand and, ultimately, its bottom line. But old ways of engaging are failing — with the proliferation of technology and devices, the customer is smarter and more powerful. They now decide when and how they want to interact. Channel partners need to understand that while macro trends such as social, mobile, cloud, big data and IoT are forging a new era of engagement, consumers are ultimately far more disruptive than the technology itself. How will you help your customers — and your own firm — connect?

Salesforce’s Global, Customer Growth and Innovation Evangelist, Tiffany Bova, will address how Acme Connected Apparel and companies of all sizes can create new business practices that leverage technology to strengthen customer relationships and accelerate sales and growth. Attendees will hear actionable takeaways on how to create a customer-centric business and long-lasting brand loyalty.

Open to all attendees and exhibitors.

Participants
Speaker: Tiffany Bova - Global Customer Growth and Innovation Evangelist, Salesforce

Shining Light on the Dark Web
2 pm - 2:45 pm
Security Education Track
Most people have no idea that about 90 percent of internet content is inaccessible by standard browsers because it’s located in the deep web, where Google’s spider bots don’t venture. A subset of that is the dark web — where personal and corporate data is bought and sold, and organized crime and nation state actors operate. In this session, security expert Bryant G. Tow will explain how the dark web works, what it means to businesses and ways to manage the threat it could represent, including monitoring for caches of credentials that indicate compromise and possibly even rogue employees looking to sell intellectual property.

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

Participants
Speaker: Bryant Tow - Managing Partner, CyberRisk Solutions
Ransomware Rescue: How to Use an Isolated Backup to Restore Data
2 pm - 2:45 pm  
Cloud Education Track

In this session we will walk through the process of setting up isolated backups that can protect customers even when ransomware hits. We'll discuss how various DRaaS providers protect data and show exactly how to restore systems after an attack.

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

Participants
Speaker: Edward Haletky - Principal Analyst, Author, Entrepreneur, TVP Strategy

To Be Announced
3 pm - 3:45 pm  
Security Education Track

Selling Application and “as-a-Service” Clouds: Make Money Moving up the Stack
3 pm - 3:45 pm  
Cloud Education Track

Congratulations! You've migrated most of your client base to Office 365 and are on track with SD-WAN and DRaaS. Now what? Join us for a discussion on selling enterprise application-based cloud services such as SAP Hana and Oracle, the systems businesses rely on to run their mission critical data services. We'll also discuss other products found further up the stack — like BI and security-as-a-service — that are lucrative for you and invaluable to customers.

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

Participants
Moderator: Jo Peterson - Vice President, Cloud Services, Clarify360
Panelist: Tina Gravel - SVP Global Channels, Cyxtera
Panelist: Carmen Sorice III - Senior Vice President, Channels, Sungard Availability Services (Sungard AS)

Opening Reception sponsored by CenturyLink
4 pm - 7 pm  
Expo Hall

Open to all attendees and exhibitors.

Cloud Computing Lab
4 pm - 7 pm  
Expo Hall

Open to all attendees and exhibitors.

Security Central sponsored by Verizon
4 pm - 7 pm  
Expo Hall

Open to all attendees and exhibitors.

SDN Zone
4 pm - 7 pm  
Expo Hall

Open to all attendees and exhibitors.

Cloud Service Provider Pavilion sponsored by Veeam Software
4 pm - 7 pm  
Expo Hall

Open to all attendees and exhibitors.

360° Awards Reception
6:30 pm - 7:45 pm  
Networking

By invitation only.

Expo Hall Open
4 pm - 7 pm  
Expo Hall

Open to all attendees and exhibitors.
<table>
<thead>
<tr>
<th>TIME</th>
<th>BUSINESS EDUCATION TRACK</th>
<th>CLOUD EDUCATION TRACK</th>
<th>EXPO HALL</th>
<th>KEYNOTE PROGRAMMING</th>
<th>NETWORKING</th>
<th>REGISTRATION</th>
<th>SECURITY EDUCATION TRACK</th>
<th>VIP EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 AM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7 am - Registration Open</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 AM</td>
<td></td>
<td></td>
<td></td>
<td>8 am - Breakfast &amp; Networking sponsored by Verizon</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 AM</td>
<td>9:55 am - Beat the Skills Shortage by Thinking Differently</td>
<td>9:55 am - Preparing Customers for a Harsh GDPR Reality</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 AM</td>
<td>10:50 am - Want Millennial Customers? Don't Sell to Them</td>
<td>10:50 am - To Be Announced</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10:30 am - VIP Session</td>
<td></td>
</tr>
<tr>
<td>11 AM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 PM</td>
<td></td>
<td></td>
<td></td>
<td>12:10 pm - Lunch &amp; Networking sponsored by CenturyLink</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 PM</td>
<td></td>
<td></td>
<td></td>
<td>1:30 pm - But Do They Love It? The Customer Experience Imperative</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 PM</td>
<td>2 pm - Ransomware Rescue: How to Use an Isolated Backup to Restore Data</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2 pm - Shining Light on the Dark Web</td>
<td></td>
</tr>
</tbody>
</table>

SCHEDULE
TUESDAY, SEPTEMBER 26 - 26/09/2017

Channel Partners Evolution Conference & Expo 2017
September 25-28, 2017
Austin Convention Center
Austin, TX

tmt.knect365.com/channel-partners-evolution/
<table>
<thead>
<tr>
<th>TIME</th>
<th>BUSINESS EDUCATION TRACK</th>
<th>CLOUD EDUCATION TRACK</th>
<th>EXPO HALL</th>
<th>KEYNOTE PROGRAMMING</th>
<th>NETWORKING</th>
<th>REGISTRATION</th>
<th>SECURITY EDUCATION TRACK</th>
<th>VIP EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 PM</td>
<td></td>
<td></td>
<td>3 pm - Selling Application and “as-a-Service” Clouds: Make Money Moving up the Stack</td>
<td></td>
<td></td>
<td></td>
<td>3 pm - To Be Announced</td>
<td></td>
</tr>
<tr>
<td>4 PM</td>
<td></td>
<td></td>
<td>4 pm - Expo Hall Open</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4 pm - Opening Reception sponsored by CenturyLink</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4 pm - Cloud Computing Lab</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4 pm - Security Central sponsored by Verizon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4 pm - SDN Zone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4 pm - Cloud Service Provider Pavilion sponsored by Veeam Software</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6:30 pm - 360° Awards Reception</td>
<td></td>
</tr>
</tbody>
</table>

tmt.knect365.com/channel-partners-evolution/
Registration Open
8 am - 6:30 pm
Registration
Open to all attendees and exhibitors.

Breakfast & Networking sponsored by AT&T
8 am - 8:25 am
Keynote Programming
Open to all attendees and exhibitors.

What Makes a Good Agent Great
10:25 am - 11:10 am
Business Education Track
When agents are great at what they do, it benefits everyone — masters, suppliers, clients and themselves. But what does it take to achieve greatness? In a nutshell, understanding that you’re not selling technology or services anymore. You’re selling an experience. Customers want personalization, high-touch and one point of contact. In this session, join Telarus co-founder Patrick Oborn, an agent who made that leap and an end customer who benefitted to discover how to take your business from good to great.

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

Participants
Moderator: Patrick Oborn - Co-Founder & Thought Leader, Telarus

Real-Deal SD-WANs: Chaotic, Complex
10:25 am - 11:10 am
SDN Education Track sponsored by Verizon
Let’s face it, customers don’t hire you to set up textbook, greenfield WANs. They hire you to knit of a mix of MPLS, internet, 3/4G and maybe even satellite connections into a manageable, secure and scalable network that supports digital business. In this session, Matthew Toth, founder and lead consultant at Collaborative Communications Consulting, will help you develop a plan.

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

Participants
Panelist: Matthew Toth - President, C3
Panelist: Mike Sapien - Enterprise Analyst - Global, Ovum

VIP Session
10:30 am - 11:30 am
VIP Events
Separate registration required.

To Be Announced
11:20 am - 12:05 pm
Business Education Track
All Access pass or Conference & Expo pass required to attend this session.

Security Central sponsored by Verizon
2:30 pm - 6:30 pm
Expo Hall
Open to all attendees and exhibitors.

Cloud Computing Lab
2:30 pm - 6:30 pm
Expo Hall
Open to all attendees and exhibitors.

SDN Zone
2:30 pm - 6:30 pm
Expo Hall
Open to all attendees and exhibitors.

New Exhibitor News Desk
3:05 pm - 4:05 pm
Evolution Studio Events
Want a cheat sheet on hot first-time exhibitors? Stop by the Evolution 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.

Bright Minds, Big Ideas: The Latest From the Penton Technology Channels Think Tank
1:45 pm - 2:10 pm
Keynote Programming
The Penton Technology Channels Think Tank is no ivory tower. Instead, its participants — who include some of the leading channel chiefs in the industry — have been hard at work trying to solve tough questions that loom large over the channel. In this keynote, business and technology leaders share their best thinking on the rise of new channel ecosystems and what they mean for you; the best ways to attract new, young talent to our industry sector; and some best practices for building recurring and sustaining revenue models.

Open to all attendees and exhibitors.

Participants
Moderator: T.C. Doyle - Senior Content Director, Channel, Penton Technology
Panelist: Sandra Cheek - Vice President, WW Partner Sales and Marketing, Ruckus Wireless
Panelist: Jim Chow - Enterprise Cloud Solution Evangelist and Strategic Partnerships/Channels Executive, Google
Panelist: Dawn Lindsey - Head of Partner Marketing and Programs, Bigcommerce
Panelist: Shawn Toldo - Vice President, WW Solution Providers, VMware

Lunch & Networking
12:25 pm - 12:50 pm
Keynote Programming
Open to all attendees and exhibitors.

Pub Crawl
2:30 pm - 6:30 pm
Expo Hall
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.

Cloud Service Provider Pavilion sponsored by Veeam Software
2:30 pm - 6:30 pm
Expo Hall
Open to all attendees and exhibitors.

tmt.knect365.com/channel-partners-evolution/
Power Hour
4 pm - 5 pm
Networking

By invitation only.

Channel Partners Evolution Awards Show
6:05 pm - 6:25 pm
Evolution Studio Events

Open to all attendees and exhibitors.

Passport Drawing Announcement
6:25 pm - 6:28 pm
Evolution Studio Events

Open to all attendees.

Education Survey Drawing
6:28 pm - 6:30 pm
Evolution Studio Events

Open to all attendees and exhibitors.
## Schedule

**Wednesday, September 27 - 27/09/2017**

### Time

<table>
<thead>
<tr>
<th>Time</th>
<th>Business Education Track</th>
<th>Evolution Studio Events</th>
<th>Expo Hall</th>
<th>Keynote Programming</th>
<th>Networking</th>
<th>Registration</th>
<th>SDN Education Track</th>
<th>VIP Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 AM</td>
<td>8 am - Breakfast &amp; Networking sponsored by AT&amp;T</td>
<td></td>
<td>8 am - Registration Open</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 AM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 AM</td>
<td>10:25 am - What Makes a Good Agent Great</td>
<td></td>
<td></td>
<td>10:25 am - Real-Deal SD-WANs: Chaotic, Complex</td>
<td></td>
<td>10:30 am - VIP Session</td>
<td>10:30 am - VIP Session</td>
<td></td>
</tr>
<tr>
<td>11 AM</td>
<td>11:20 am - To Be Announced</td>
<td></td>
<td></td>
<td>11:20 am - To Be Announced</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 PM</td>
<td>12:25 pm - Lunch &amp; Networking</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 PM</td>
<td>1:45 pm - Bright Minds, Big Ideas: The Latest From the Penton Technology Channels Think Tank</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TIME</td>
<td>BUSINESS EDUCATION TRACK</td>
<td>EVOLUTION STUDIO EVENTS</td>
<td>EXPO HALL</td>
<td>KEYNOTE PROGRAMMING</td>
<td>NETWORKING</td>
<td>REGISTRATION</td>
<td>SDN EDUCATION TRACK SPONSORED BY VERIZON</td>
<td>VIP EVENTS</td>
</tr>
<tr>
<td>-------</td>
<td>---------------------------</td>
<td>--------------------------</td>
<td>-----------</td>
<td>---------------------</td>
<td>------------</td>
<td>--------------</td>
<td>------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>2 PM</td>
<td></td>
<td></td>
<td>2:30 pm - Expo Hall Open</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2:30 pm - Pub Crawl</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2:30 pm - Cloud Computing Lab</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2:30 pm - Security Central sponsored by Verizon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2:30 pm - SDN Zone</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>2:30 pm - Cloud Service Provider Pavilion sponsored by Veeam Software</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 PM</td>
<td></td>
<td>3:05 pm - New Exhibitor News Desk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 PM</td>
<td></td>
<td></td>
<td></td>
<td>4 pm - Power Hour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TIME</td>
<td>BUSINESS EDUCATION TRACK</td>
<td>EVOLUTION STUDIO EVENTS</td>
<td>EXPO HALL</td>
<td>KEYNOTE PROGRAMMING</td>
<td>NETWORKING</td>
<td>REGISTRATION</td>
<td>SDN EDUCATION TRACK SPONSORED BY VERIZON</td>
<td>VIP EVENTS</td>
</tr>
<tr>
<td>------</td>
<td>--------------------------</td>
<td>-------------------------</td>
<td>-----------</td>
<td>---------------------</td>
<td>------------</td>
<td>--------------</td>
<td>----------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>6 PM</td>
<td></td>
<td>6:05 pm - Channel Partners Evolution Awards Show</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>6:25 pm - Passport Drawing Announcement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>6:28 pm - Education Survey Drawing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Registration Open
10 am - 12 pm
Registration
Open to all attendees and exhibitors.

Expo Hall Open
10 am - 12 pm
Expo Hall
Open to all attendees and exhibitors.

Continental Breakfast sponsored by AT&T
10 am - 12 pm
Expo Hall
Wrap up the conference with a light breakfast and some networking before heading out.
Open to all attendees and exhibitors.

Cloud Computing Lab
10 am - 12 pm
Expo Hall
Open to all attendees and exhibitors.

Security Central sponsored by Verizon
10 am - 12 pm
Expo Hall
Open to all attendees and exhibitors.

SDN Zone
10 am - 12 pm
Expo Hall
Open to all attendees and exhibitors.

Cloud Service Provider Pavilion sponsored by Veeam Software
10 am - 12 pm
Expo Hall
Open to all attendees and exhibitors.
<table>
<thead>
<tr>
<th>TIME</th>
<th>EXPO HALL</th>
<th>REGISTRATION</th>
</tr>
</thead>
</table>
| 10 AM | 10 am - Expo Hall Open  
10 am - Continental Breakfast sponsored by AT&T  
10 am - Cloud Computing Lab  
10 am - Security Central sponsored by Verizon  
10 am - SDN Zone  
10 am - Cloud Service Provider Pavilion sponsored by Veeam Software | 10 am - Registration Open |