

SESSIONS

TUESDAY, OCTOBER 9 - 09/10/2018

Channel Partners Evolution Conference & Expo

September 9-12, 2019

Walter E. Washington Convention Center
Washington, D.C.

Evolution Golf Invitational

9:00am - 3:00pm
Networking

Location: Scotland Run Golf Course

Tee off your conference experience at the scenic [Scotland Run](#), which Golf Digest named the No. 1 golf course in the Philadelphia region to entertain groups. We'll kick off with breakfast and a turn in the simulator room, followed by a shotgun start. Network with fellow attendees as you enjoy this unique course.

Separate registration required and space is limited. Priced at \$249, which includes:

- Transportation to and from event
- Breakfast, lunch & drinks
- Access to the simulator room
- Golf cart rental
- Swag bag

Bring your own foursome – or we'll pair you up!

Additional golf event options provided by TrainOurTroops:

- Par 3 Hole-in-One for \$10,000! (\$10 per shot donation/three shot maximum)
- Tiger Woods Hole - par 5 tee-off 200 yards closer to the pin. (\$20 donation per team)
- 4 Mulligans. (\$20 donation per team)
- 50/50 Raffle. (Any donation amount • drawing held after golf rounds completed • winner gets 50% of pot and 50% of pot goes to training veterans)

If your organization is interested in donating \$1,000* and having your logo on signage at the \$10,000 hole-in-one, submit your donation and logo [here](#).

*TrainOurTroops is a 501(c)3 nonprofit organization

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

Registration

10:00am - 5:00pm
Registration

Location: 200 Level, Bridge Outside Hall A

Business Innovation Hackathon sponsored by Office Depot & iMarket2

12:00pm - 5:00pm
Hackathon

Location: 300 Level, 303A

Hacking isn't just about code – it's about learning and creative problem-solving. In our first CP Evolution Business Innovation Hackathon, we'll bring together entrepreneurs, technologists, marketing and sales experts, HR specialists and other facilitators from the channel community. On Tuesday, Oct. 9, from noon until 5 p.m., join us high above the Pennsylvania Convention Center hall floor. You can watch as we transform an empty space into the Channel Partners Evolution Expo while joining intimate roundtable discussions with experts who will help you transform your business through interactive workshops including:

1. Me2B: Why Personal Branding Is Essential
2. Tactical LinkedIn: Using Social Media to Advance Your Business
3. Developing a Winning Business Plan + Elevator Pitch
4. Innovative Ideas to Win New Business
5. Effective Strategies for Hiring & Retaining MSP Employees
6. Communicating with Style
7. Marketing With Purpose: Building Loyalty With Your Customers
8. Cracking the MDF Code: How to Secure Market Development Resources
9. How To Stay Top of Mind for Customers During the Sales Process
10. Using Storytelling to Grow Your Business

Experts will be recruited by Channel Partners and Channel Futures as well as Channel NX2Z and local partners. Admission will be by invitation for local entrepreneurs. CP Evolution attendees will require a Conference Pass.

Conference & Expo pass required to attend this session.

Participants

Howard M. Cohen - Senior Resultant, HMC Write Now

Michael Schmidtman - Owner, Trans4mers

Heather Harlos - Strategic Program Manager, Synnex Corporation

John Davenjay - CEO, Bowman Williams

Angela Leavitt - Founder & CEO, Mojo Marketing

Salwa Scarpone - Vice President, Marketing, WTG

Julie Dzubay - Vice President, Sales Operations, WTG

Dawn Riziti - Senior Channel Program Manager, Office Depot

Erin Shah - Sales Enablement Specialist, Office Depot

Kyle Burt - Founder & Lead Consultant, Catch Solutions

Sunandini Verma - Founder & CEO, Amrev Media Inc.

Mary Stanhope - Founder, Principal Consultant, iMarket2

AVANT Special Forces Training

12:00pm - 8:00pm
Co-Located Events

Location: 200 Level, 201A

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 never 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 – With Drew Lydecker: <http://bit.ly/2zDSqEw>

1:45 - Winning Today's Cloud Sales Opportunities – IaaS, DRaaS, Colo, Hyperscale and Hybrid

2:35 - Engaging in and Winning Security Opportunities – The Fastest Growing Opportunity for the Next Decade

3:00 - Break

3:15 - AVANT BattleApp – Your Weapon to Win the War in IT Sales: <http://bit.ly/2R8afC7>

4:10 - How to Excel as a Trusted Adviser

4:30 - Winning UCaaS/CCaaS Sales Opportunities

5:00 - Dominating the SD-WAN Tidal Wave!

5:30 - Channel Sales Lessons Learned – With Drew Lydecker

6:00 - Cocktails in the AVANT Lounge for Special Forces Graduates

Separate registration required.

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Alliance of Channel Women Networking Event

5:00pm - 8:00pm
Networking

Location: 100 Level, 111A

The Alliance of Channel Women ACWConnect Live Networking Event is the perfect way to kick off Channel Partners Evolution!

Light Up Your Life!

Are you honoring your commitments to yourself? Join the Alliance of Channel Women, as well as our guest speakers and sponsors, as we examine ways to "Light up Your Life!" both personally and professionally. Is it possible to maintain work-life balance while fully pursuing your passions? Our special guests will share the insight they've gained while searching for and maintaining balance in their personal lives and in the workplace. Come join other inspiring women who will help you grow your professional network, strengthen your business, and find your balance. You have the power to let your light shine, so let it shine brightly! We look forward to seeing you at ACWConnect Live at Channel Partners Evolution!

Network with old friends and discover new relationships that will help your business grow, your skills improve and your career soar! As with every event, we'll start our evening with cocktails and networking, followed by amazing speakers. Arrive on time, bring your business cards, elevator pitch, creative energy and open mind. This will be a great event to kick off the conference and meet other like-minded women.

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

First-Time Attendee Reception sponsored by Verizon

7:00pm - 9:00pm
Networking

Location: Pennsylvania Academy of Fine Arts

First time at Channel Partners? Welcome! Stop by our reception at Pennsylvania Academy of Fine Arts and network with other first-timers, members of the Channel Partners team, industry rock stars and veteran show supporters. You'll pick up tips on how to get the most out of the upcoming expo days while grabbing a custom cocktail and a bite to eat at this unique event!

Separate registration required. Open to first-time qualified channel partners only.

SCHEDULE

TUESDAY, OCTOBER 9 - 09/10/2018

Channel Partners Evolution Conference & Expo

September 9-12, 2019
 Walter E. Washington Convention Center
 Washington, D.C.

TIME	CO-LOCATED EVENTS	HACKATHON	NETWORKING	REGISTRATION
9:00AM			9:00am - Evolution Golf Invitational	
10:00AM				10:00am - Registration
11:00AM				
12:00PM	12:00pm - AVANT Special Forces Training	12:00pm - Business Innovation Hackathon sponsored by Office Depot & iMarket2		
1:00PM				
2:00PM				
3:00PM				
4:00PM				
5:00PM			5:00pm - Alliance of Channel Women Networking Event	
6:00PM				
7:00PM			7:00pm - First-Time Attendee Reception sponsored by Verizon	

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Channel Partners Evolution Conference & Expo

September 9-12, 2019
Walter E. Washington Convention Center
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Registration

7:30am - 7:00pm
Registration

Cyber Security Summit

8:00am - 4:00pm
Co-Located Events

Location: Philadelphia Marriott Downtown • Level 5,
Salon Rooms C, D & E • 1201 Market St, Philadelphia,
PA 19107, USA

The dynamics of digital security are constantly shifting - and customers are exposed to more threats, from more sources than ever. The problem is not just that cyber threats are more advanced and frequent than before, but the constant drumbeat of news about security breaches has created a fog of fear and uncertainty that is paralyzing the progress for building digital businesses.

Separate Registration Required.

[REGISTER HERE >>](#)

Breakfast & Networking sponsored by AT&T

8:30am - 8:55am
Keynote Programming

Open to all attendees and exhibitors.

Welcome Remarks

8:50am - 8:52am
Keynote Programming

Location: 300 Level, Ballroom B

Open to all attendees and exhibitors.

Participants

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

Host: Thomas Baker - Director, Sales, Channel Partners

The World as We See It

8:52am - 9:02am
Keynote Programming

Location: 300 Level, Ballroom B

This year, T.C. Doyle and Lorna Garey will put a stake in the ground with an overview of the world as Informa's channel brands see it, complete with highlights of what to expect from the brands, ways we see the world differently than others and insights available from no one else.

Open to all attendees and exhibitors.

Participants

Hosts: T.C. Doyle - Senior Director of Content, Channel Futures & Channel Partners

Lorna Garey - Editor in Chief, Channel Futures & Channel Partners

Fastball: What You Need to Know About the Future of the Channel presented by Avant

9:02am - 9:09am
Fastball

Location: 300 Level, Ballroom B

Join Drew Lydecker and AVANT as they share primary research info and BIG data analytics about the big trends in Channel and it's future direction. Understand where you fit in and compare to the future channel? AVANT is a research company that helps you understand what is most important in today's world of IT sales. www.GoAVANT.net/enable

Open to all attendees and exhibitors.

Building Your Growth IQ: Making the Right Choices at the Right Time

9:09am - 9:37am
Keynote Programming

Location: 300 Level, Ballroom B

Profitable, smart and sustainable business growth is top of mind in and around the IT channel. And in order to achieve it, providers and channel partners must constantly be developing their Growth IQ — that is, their capacity for making the right of choices at the right time. Pulling from the 10 proven paths spotlighted in her new book "Growth IQ," Salesforce growth expert, former channel chief and industry thought leader Tiffani Bova will spotlight best practices and pivot points that can make or break your business.

Open to all attendees and exhibitors.

Participants

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

Fastball: AT&T: Transforming the Channel presented by AT&T

9:37am - 9:45am
Fastball

Location: 300 Level, Ballroom B

AT&T has made big waves in the channel this year, propelling innovation and growth through strategic program changes and technology expansion — all designed to empower our solution providers and help them grow revenue. We give the channel a choice in how they go to market with AT&T, with three award-winning programs.

Speaker: Sara Straley, AVP Channel Marketing — AT&T Partner Solutions

Open to all attendees and exhibitors.

The Future of 5G

9:45am - 10:10am
Keynote Programming

Location: 300 Level, Ballroom B

Join AT&T Vice President of Enterprise Mobility Robert Boyanovsky for a discussion of technology trends and AT&T's thought leadership related to 5G.

Open to all attendees and exhibitors.

Participants

Robert Boyanovsky - Vice President- Enterprise Mobility, AT&T Business

Negotiating Agency Contracts: 3 Ways to Ensure Today's Deal Won't Be Tomorrow's Problem

10:25am - 11:10am
Business Strategy Track sponsored by Cyxtera

Location: 200 Level, 204A

Partners depending on MRR to pay the bills can't afford to miss provisions buried in the fine print that could cost them big bucks. In this session we'll discuss how to avoid a lot of pain by taking a few disciplined steps when negotiating provider agreements.

Conference & Expo pass required to attend this session.

Participants

Jay Schwartz - COO and General Counsel, StrataCore

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Pricing and Packaging Strategies to Dramatically Increase Recurring Revenue

10:25am - 11:10am

Revenue & Supplier Portfolio Track sponsored by Cyxtera

Location: 200 Level, 204B

Our industry is changing rapidly, so don't miss this session that offers proven methods for pricing and packaging IT service offerings – the center of every MSP's success. In this session, Gary Pica of TruMethods will discuss his most popular topic – how many MSPs are negatively impacting sales and profitability and don't even know it! If your recurring revenue is not increasing each and every month, you need to hear what Gary has to say.

During this session you will learn:

- About pricing managed services, security, and cloud, and obtain guidelines that will take the mystery out of pricing your support offering
- How your support offering impacts sales, service delivery and profit margins
- The 3 most common mistakes IT providers make
- The answers to your burning questions: What should I include? How many offerings should I have? How should I present the offering?

Conference & Expo pass required to attend this session.

Participants

Speaker: Gary Pica - President, TruMethods, LLC

5 Steps to Cash in on IoT

10:25am - 11:10am

Marketing & Technology Track sponsored by Cyxtera

Location: 200 Level, 204C

The IoT landscape is complex and difficult to navigate. It's confusing, hyper-siloed and, despite all the buzz, there's no straight and easy path to cashing in. In this session, we will reveal the five waypoints on the road to IoT profit. We will discuss the elements of IoT solutions and do a deep dive with case studies showing how to navigate various IoT ecosystems so you can ultimately deliver valuable insight and differentiated solutions to your customer.

•Education, consulting and design

•Enablement hardware

•Connectivity

•Business intelligence

•Integration and managed services

Conference & Expo pass required to attend this session.

Participants

Speaker: Natasha Royer Coons - Managing Director, TeraNova Consulting Group, Inc.

Speaker: Steve Brumer - Partner, 151 Advisors

VIP Session with Verizon: Your Partner for Innovative Technologies

10:30am - 11:30am

VIP Events

Learn more about Verizon's latest technologies, including the recently launched 5G network and One Talk Mobile UCaaS, as well as details on how and why you can join the team.

Location: 200 Level, 201A

Separate registration is required.

One lucky attendee will win a \$250 gift card!

How to Compensate Your Sales Team for Cloud

11:20am - 12:05pm

Business Strategy Track sponsored by Cyxtera

Location: 200 Level, 204A

Even experienced MSPs run into sales-compensation hiccups that can hamstring their cloud practices. Whether you have 500 sales pros or five, we'll share tips for incentivizing them to sell cloud services.

Conference & Expo pass required to attend this session.

Participants

Speaker: Nick Heddy - Senior Vice President, Sales & Marketing, Pax8

2019 Security Preview & Your Portfolio

11:20am - 12:05pm

Revenue & Supplier Portfolio Track sponsored by Cyxtera

Location: 200 Level, 204B

A panel of security experts will offer predictions on the threats that will keep customer IT teams awake at night in 2019, so that you can add the right security products and services to cash in on the headlines.

Conference & Expo pass required to attend this session.

Participants

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

Panelist: Sam McLane - Chief Technology Services Officer, Arctic Wolf Networks

Panelist: David Johnson - Vice President, Sales & Marketing, The Fulcrum Group, Inc.

Panelist: Tom Praschak - President & CEO, CompassMSP

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Channel Marketing Success Factors

11:20am - 12:05pm

Marketing & Technology Track sponsored by Cyxtera

Location: 200 Level, 204C

Master agents and distributors have front-row seats into what works for partners. In this session, we'll share insights on new strategies.

Conference & Expo pass required to attend this session.

Participants

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

Panelist: Jennifer Anaya - Vice President, Marketing, North America, Ingram Micro

Panelist: Angela Leavitt - Founder & CEO, Mojo Marketing

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

Lunch & Networking sponsored by 8x8 Inc.

11:55am - 12:25pm

Keynote Programming

Location: 300 Level, Ballroom B

Open to all attendees and exhibitors.

BCM One Technology Lounge - Room 113A

12:00pm - 4:00pm

Networking

Come for a Drink, Stay for the Partnership.

Stop by the BCM One Technology Lounge -- Room 113A and enjoy a drink with BCM One and our select partners. Discover why agents and VARs are loyal partners with BCM One.

What's on your mind? SD WAN, IoT, cloud optimization, technology expense optimization, energy-efficient solutions, unified communications—we've got solutions to empower your customer deals. Sponsors include Technology Solutions Xchange (TSX), AT&T Partner Exchange, Ecessa, Vergx for Versa, EnergyWare, Arena One, and Vivial. Schedule a meeting at marketing@bcmone.com.

Open to all attendees.

Winning the Next-Gen Customer

12:25pm - 12:45pm

Keynote Programming

Location: 300 Level, Ballroom B

We talk a lot about next-gen techs, but a more important "next" are the Millennial and Gen Z consumers who will soon be your main source of revenue — not to mention hires. You've heard the clichés. In this Lighting Talk, TBI post-sales director and Channel NX2Z member Bryan Reynolds will debunk lingering misconceptions, challenge you to venture outside your comfort zone and explain how to convert next-gen consumers into sticky customers.

Open to all attendees and exhibitors.

Participants

Speaker: Bryan Reynolds - Director, Post Sales, TBI

Lighting Talk: Blockchain & the Channel: A Natural Fit

12:45pm - 12:57pm

Keynote Programming

Location: 300 Level, Ballroom B

The channel ecosystem is comprised of thousands of organizations that engage with one another via traditional financial transactional mechanisms. Unfortunately, these contractual relationships have limited options for managing disputes, and that sometimes results in costly and prolonged legal battles. Enter blockchain technology. In this session, you'll learn how blockchain can transform peer-to-peer relationships and take the big fees out of turf disputes.

Open to all attendees and exhibitors.

Participants

Speaker: Neeraj Satija - Chief Technology Officer, Concordus Applications, Inc.

Fastball: Mitel and Google to Power the Intelligent Customer Experience presented by Mitel

12:57pm - 1:04pm

Fastball

Location: 300 Level, Ballroom B

Learn about how Mitel and Google Cloud, the leader in artificial intelligence (AI) technologies, are working on the next evolution of the intelligent customer experience. By integrating with Google Cloud's new AI, Mitel is accelerating and automating contact center agent work streams to deliver seamless interactions and exceed customer expectations.

Speaker: Jim McGarry, Regional Director, Master Agents, Mitel

Open to all attendees and exhibitors.

Healthy Paranoia: How Successful MSPs Hire

1:04pm - 1:16pm

Keynote Programming

Location: 300 Level, Ballroom B

A professional services firm's core asset is its "human capital." By pulling insights from the most successful, fastest growing MSPs in North America, John Davenjay will share tangible steps for creating a successful, repeatable hiring process that reduces turnover, increases productivity and keeps you sane as you scale. Learn how to uncover potential land mines during the vetting process, ways to elicit positive responses from the right candidates and the formula for extending offers that not only get accepted, but meet business and employee needs for the long term.

Open to all attendees and exhibitors.

Participants

John Davenjay - CEO, Bowman Williams

Fastball: Give Customers What They Want: One Integrated Experience presented by 8x8

1:16pm - 1:24pm

Fastball

Location: 300 Level, Ballroom B

X Series transforms the customer experience by enabling them to interact in one system of engagement. Enterprises can now optimize valuable moments of engagement with one set of data, in one system of intelligence. The results are faster time to resolution at a lower cost and a better experience for customers and employees

Speaker: Michael Quince, Director of Channel Marketing - 8x8

Open to all attendees and exhibitors.

The Experience Is Everything

1:24pm - 1:49pm

Keynote Programming

Location: 300 Level, Ballroom B

Ninety percent of companies plan to compete based on customer experience. 8x8 Channel Chief John DeLozier will describe the role communications play in delivering an exceptional customer experience. Learn about the opportunity to accelerate revenue with a unified approach to employee and customer communications.

Open to all attendees and exhibitors.

Participants

Speaker: John DeLozier - Channel Chief, Vice President Channel, 8x8, Inc.

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Running a Tight Ship: The Impact of Operational Efficiency on Profits

2:00pm - 2:45pm
Business Strategy Track sponsored by Cyxtera

Location: 200 Level, 204A

Your sales reps are killing it and revenue is rolling in. So why are your profit margins not where you expect them to be? Disappointing results often stem from inefficient processes that can drag down an entire organization. The impact of these inefficiencies grows only more pronounced as channel firms seek to move into new business models. Bottom line? It is critical to streamline operations and embrace best practices.

Conference & Expo pass required to attend this session.

Participants

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

Want to Maximize Your Prospecting? Build a Better Pipeline

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

Location: 200 Level, 204B

Let's face it, most of us don't like prospecting. This is especially true for MSPs because the day-to-day focus on service/delivery required to maintain satisfied customers doesn't leave much time to beat the bushes for new accounts. In this session, we will empower you with processes that are quick and easy to implement — prospecting becomes a lot more fun when it results in a big pipeline.

Conference & Expo pass required to attend this session.

Participants

Speaker: William Ominsky - Cloud Sales Manager, US Signal

Stacking Managed Services on SD-WAN

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

Location: 200 Level, 205C

For all their benefits, SD-WANs aren't set it and forget it. Care and feeding must be ongoing, whether by the enterprise IT team, vendor or managed service provider. For the channel, the latter option is by far the most lucrative over the long haul, especially for firms serving small and midsize enterprises that have multiple locations, a fair amount of SaaS use and little in-house WAN expertise.

In this session, you'll learn how to:

- Assemble a full-featured SD-WAN-as-a-service bundle while navigating a vibrant — even somewhat chaotic — SD-WAN market.
- Make the case for SD-WAN to forward-looking customers using, for example, optimized apps and cloud connections.
- Articulate the value of adding network, security, monitoring and operational services on top of an SD-WAN network
- Stand out in this crowded space, from the founder of a successful provider of managed SD-WAN services

Conference & Expo pass required to attend this session.

Participants

Speaker: Brian Perrott - Founder, QOS Networks

Speaker: Devin Williams - Vice President, Strategy, Converged Network Services Group (CNSG)

VIP Session with AVANT: Selling Today's Hottest IT Solutions: SD-WAN, Security, IaaS, Hyperscale & UCaaS

2:30pm - 3:45pm
VIP Events

Location: 300 Level, Ballroom B

Join Drew Lydecker and Avant in what they do best: channel sales enablement! Lydecker and a panel of experts will discuss what the hottest trends are in technology, plus why and how Avant can help you prospect, qualify and close next-gen IT solutions. Avant will share its latest research and intellectual property around market trends and sales techniques to accelerate your business. Learn how to truly differentiate yourself as a trusted adviser!

Separate registration is required.

One lucky attendee will win a \$250 gift card!

VIP Session with Synnex: Selling IoT: The Power of Partnerships

2:30pm - 3:30pm
VIP Events

Location: 200 Level, 201C

Delivering the benefits of IoT doesn't have to be complicated. In this VIP session, see how SYNnex will work with you to bring IoT solutions to real-world customers, ultimately increasing their — and your — reach and profitability. You will learn to:

- Identify the urgent business problems IoT can solve;
- Sort through the myriad platforms and technology options;
- Sell customer decision-makers on YOUR IoT expertise; and
- Create, market and deliver a repeatable, end-to-end solution that spans the edge device to the datacenter.

If you are interested in entering the IoT space but are unsure where to begin, this session is for you.

Separate registration is required.

One lucky attendee will win a \$250 gift card!

Six Ways to Build Your 2020 Talent Pipeline

3:00pm - 3:45pm
Business Strategy Track sponsored by Cyxtera

Location: 200 Level, 204A

Myth: The well for IT talent is running dry, and there's no monsoon of skilled IT professionals forecast to save us. Fact: Many partner firms are wearing mental blinders when looking for solid job candidates. In fact, CompTIA reported earlier this year that high-tech companies think they're doing a better job of inclusion than they really are. It's time to put aside preconceived notions and get real about building a free-flowing employee pipeline for 2020 that includes a diverse mix of candidates.

Conference & Expo pass required to attend this session.

Participants

Moderator: Lynn Haber - Senior Editor, Channel Partners

Panelist: Yvette Steele - Senior Manager, Member Communities, CompTIA

Panelist: Franklin Reed - Director, Inclusion & Diversity, TEKsystems

Panelist: Thomas Thornton - Director, Talent Acquisition, Comcast

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Crystal Ball Bash: 3 Analysts, 6 Peeves & Predictions for Your Business

3:00pm - 3:45pm

Revenue & Supplier Portfolio Track sponsored by Cyxtera

Location: 200 Level, 204B

Join three top channel prognosticators for insights on the business trends you need to think about as you enter 2019. They'll also name the mistakes they see partners making over and over. It doesn't take a magic sphere to know some current practices should disappear into the mist.

Conference & Expo pass required to attend this session.

Participants

Panelist: Diane Krakora - Founder & CEO, PartnerPath

Panelist: Michael Diamond - Industry Analyst, B2B, The NPD Group

Panelist: Alex Hart - Senior Vice President, Strategic Services, The 2112 Group

Moderator: James Anderson - Co-Founder, Channel NX2Z & News Editor, Channel Partners

What Direct Sales Can Learn From Agents – and Vice Versa

3:00pm - 3:45pm

Marketing & Technology Track sponsored by Cyxtera

Location: 200 Level, 204C

Top-producing agents are sales machines, generating six- and even seven-figure MRR incomes with just a smartphone and a few spreadsheets. But it's within MSPs that we see technical innovation: Sales automation, specialization and sophisticated marketing campaigns are driving new logos and revenue streams.

What can these groups learn from each other? How can agents embrace tools and automation to expand their customer bases? How can MSPs acquire the sales flair and relationship trust enjoyed by successful agents?

This session will explain the quiet revolution going on in the sales world today and how everyone can profit from it. Attendees will learn:

- The success habits of highly effective agents
- How automation and specialization are revolutionizing MSP sales teams
- Actionable ideas for both agents and MSPs to grow sales, add recurring revenue and increase customer loyalty

Conference & Expo pass required to attend this session.

Participants

Speaker: Michael Schmidtman - Owner, Trans4mers

Speaker: Meredith Vines - Director, Consulting Services, ARG

Expo Hall Open

4:00pm - 7:00pm

Expo Hall

Location: 200 Level, Hall A

Open to all attendees and exhibitors.

Opening Reception in the Expo Hall sponsored by Cogeco Peer 1

4:00pm - 7:00pm

Expo Hall

Location: 200 Level, Hall A

Open to all attendees and exhibitors.

Coffee with Craig & Kevin

4:00pm - 4:15pm

Channel Partners Studio

Location: 200 Level, Hall A, Booth 738

Open to all attendees and exhibitors.

VIP Lounge sponsored by ScanSource

4:00pm - 7:00pm

Networking

Location: 200 Level

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 computer and printer access, Wi-Fi, refreshments and charging stations, it's a great spot for a quick respite from the hustle and bustle!

Business Transformation Station

4:00pm - 7:00pm

Expo Hall

Location: 200 Level, Hall A, Booth 311

Whether you're an established MSP/agent/consultant investigating new ways to streamline your business or a partner with an entrepreneurial spirit eager to start your own successful telecom enterprise, you'll find the software solutions you need at the Business Transformation Station. The BTS is an experience area open for partners to visit with well-established, best-of-breed vendors whose solutions can be combined to transform all aspects of your business or used individually to target specific need areas.

Real Women in Tech: Getting Personal

4:00pm - 4:40pm

Channel Futures Theater

Location: 200 Level, Hall A, Booth 638

We've talked for years about unconscious gender bias in the workplace, but after the events of the last year, sexual discrimination is at the forefront of the national consciousness. Let's ditch the overused stats and dig in to what gender bias looks and feels like from women who have fought through it to rise to the top of their fields. Hopefully, along the way we can identify one or two things that business leaders, no matter their gender, can implement in their own organizations to help combat systemic bias.

Open to all attendees and exhibitors.

Participants

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

Panelist: Bridget Bisnette - Senior Vice President, Global Channels & Commercial Sales, Riverbed Technology

Panelist: Jaime Leverton - Vice President and General Manager, Canada and Asia Pacific, Cogeco Peer 1

Panelist: Amber Redmann - CEO, Parasol Alliance

Channel Partners Studio Interviews

4:15pm - 6:00pm

Channel Partners Studio

Location: 200 Level, Hall A, Booth 738

Schedule

4:15 - 4:30 p.m. Polycom

4:30 - 4:45 p.m. Nexogy

4:45 - 5:00 p.m. CenturyLink

5:00 - 5:15 p.m. AT&T

5:15 - 5:30 p.m. Verizon

5:30 - 5:45 p.m. TPX

5:45 - 6:00 p.m. VeloCloud

6:00 - 6:15 p.m. Polycom

Open to all attendees and exhibitors.

SESSIONS

WEDNESDAY, OCTOBER 10 - 10/10/2018

Channel Partners Evolution Conference & Expo

September 9-12, 2019
Walter E. Washington Convention Center
Washington, D.C.

Thunderdome: UCaaS

4:40pm - 5:40pm
Channel Futures Theater

Location: 200 Level, Hall A, Booth 638

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:

Steve Forcum, Cloud Technologist, Avaya

Ken Lienemann, Chief Revenue Officer, CoreDial

Jim McGarry, Regional Channel Director, Master Agents, Mitel

Jeff Yakubik, Sr. Director Channel Sales, RingCentral

Open to all attendees and exhibitors.

Participants

Ringmaster: Bryan Reynolds - Director, Post Sales, TBI

Inquisitor: Shaquille Fontenot - Director, Marketing & Partner Programs, CNSG

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

Inquisitor: Ray Hicken - Vice President, Sales Operations, Telarus

Colo Now: This Ain't Your Daddy's Hosting Deal

5:40pm - 6:10pm
Channel Futures Theater

Location: 200 Level, Hall A, Booth 638

The colocation market has come a long way, baby. In this Channel Futures Theater session we'll discuss advances in data center facilities, choosing the right provider, negotiating SLAs, and the dollars and cents of hosted versus public cloud for customer workloads.

Open to all attendees and exhibitors.

Participants

Moderator: Andrew Lydecker - President, AVANT Communications

Panelist: Tina Gravel - Senior Vice President, Global Channels & Alliances, Cyxtera

Panelist: Manon Buettner - CEO, Nuvalo

Panelist: Eric Ludwig - Cloud Team Lead, CDW

Business Transformation Station Live

6:10pm - 6:30pm
Channel Futures Theater

Location: 200 Level, Hall A, Booth 638

Join us at the Channel Futures Theater as we spotlight the exhibitors livening up our transformation hub. They'll share insights on ways they can help you grow your business in 2019.

Panelists:

Alison Helsley, Revenue Solutions Consultant, IPpay

Ben Isbell, Strategic Solutions Consultant, Wolters Kluwer

Open to all attendees and exhibitors.

MSP 501 Awards Dinner presented by Channel Futures

6:30pm - 10:00pm
Networking

Location: 300 Level, Ballroom B

Join us at the inaugural MSP 501 Awards Dinner where we will host and honor the top 501 managed service providers from around the world.

Agenda

- 6:30 - 7:30 p.m. Cocktail Reception
- 7:30 - 9:00 p.m. Dinner & Awards
- 9:00 - 10:00 p.m. After Party

Separate registration required.

Channel NX2Z Workforce of the Future Symposium

6:30pm - 8:00pm
Networking

Location: Overlook Cafe

Boomers want to understand how to attract, retain and motivate recent grads, while younger channel pros value career advice from established execs. In this symposium, led by Channel NX2Z founders James Anderson and Aaron Leveston, a panel of channel leaders representing several generations will mix it up, offering insights and lessons learned; we'll then open the floor to discussion and networking.

Open to partners and members of NX2Z, registration required.

Participants

Moderator: James Anderson - Co-Founder, Channel NX2Z & News Editor, Channel Partners

Panelist: Tiffani Bova - Global Customer Growth and Innovation Evangelist, Salesforce

Panelist: Jason Bystrak - Vice President, Worldwide Channels & Distribution, eFolder/Axcient

Panelist: Hilary Gadda - Director, National Channel Development, TPx Communications

Panelist: Zane Conkle - CEO, Cytracom

SCHEDULE

WEDNESDAY, OCTOBER 10 - 10/10/2018

Channel Partners Evolution Conference & Expo

September 9-12, 2019
 Walter E. Washington Convention Center
 Washington, D.C.

TIME	BUSINESS STRATEGY TRACK SPONSORED BY CYXTERA	CHANNEL FUTURES THEATER	CHANNEL PARTNERS STUDIO	CO-LOCATED EVENTS	EXPO HALL	FASTBALL	KEYNOTE PROGRAMMING	MARKETING & TECHNOLOGY TRACK SPONSORED BY CYXTERA	NETWORKING	REGISTRATION	REVENUE & SUPPLIER PORTFOLIO TRACK SPONSORED BY CYXTERA	VIP EVENTS
7:00AM										7:30am - Registration		
8:00AM				8:00am - Cyber Security Summit			8:30am - Breakfast & Networking sponsored by AT&T 8:50am - Welcome Remarks 8:52am - The World as We See It					

SCHEDULE

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9:00AM						<p>9:02am - Fastball: What You Need to Know About the Future of the Channel presented by Avant</p> <p>9:37am - Fastball: AT&T: Transforming the Channel presented by AT&T</p>	<p>9:09am - Building Your Growth IQ: Making the Right Choices at the Right Time</p> <p>9:45am - The Future of 5G</p>					
10:00AM	<p>10:25am - Negotiating Agency Contracts: 3 Ways to Ensure Today's Deal Won't Be Tomorrow's Problem</p>							<p>10:25am - 5 Steps to Cash in on IoT</p>			<p>10:25am - Pricing and Packaging Strategies to Dramatically Increase Recurring Revenue</p>	<p>10:30am - VIP Session with Verizon: Your Partner for Innovative Technologies</p>

SCHEDULE

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11:00AM	11:20am - How to Compensate Your Sales Team for Cloud						11:55am - Lunch & Networking sponsored by 8x8 Inc.	11:20am - Channel Marketing Success Factors			11:20am - 2019 Security Preview & Your Portfolio	
12:00PM						12:57pm - Fastball: Mitel and Google to Power the Intelligent Customer Experience presented by Mitel	12:25pm - Winning the Next-Gen Customer 12:45pm - Lighting Talk: Blockchain & the Channel: A Natural Fit		12:00pm - BCM One Technology Lounge - Room 113A			
1:00PM						1:16pm - Fastball: Give Customers What They Want: One Integrated Experience presented by 8x8	1:04pm - Healthy Paranoia: How Successful MSPs Hire 1:24pm - The Experience Is Everything					

SCHEDULE

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2:00PM	2:00pm - Running a Tight Ship: The Impact of Operational Efficiency on Profits							2:00pm - Stacking Managed Services on SD-WAN			2:00pm - Want to Maximize Your Prospecting? Build a Better Pipeline	2:30pm - VIP Session with AVANT: Selling Today's Hottest IT Solutions: SD-WAN, Security, IaaS, Hyperscale & UCaaS 2:30pm - VIP Session with Synnex: Selling IoT: The Power of Partnerships
3:00PM	3:00pm - Six Ways to Build Your 2020 Talent Pipeline							3:00pm - What Direct Sales Can Learn From Agents – and Vice Versa			3:00pm - Crystal Ball Bash: 3 Analysts, 6 Peeves & Predictions for Your Business	

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4:00PM		<p>4:00pm - Real Women in Tech: Getting Personal</p> <p>4:40pm - Thunderdome: UCaaS</p>	<p>4:00pm - Coffee with Craig & Kevin</p> <p>4:15pm - Channel Partners Studio Interviews</p>		<p>4:00pm - Expo Hall Open</p> <p>4:00pm - Opening Reception in the Expo Hall sponsored by Cogeco Peer 1</p> <p>4:00pm - Business Transformation Station</p>				<p>4:00pm - VIP Lounge sponsored by ScanSource</p>			
5:00PM		<p>5:40pm - Colo Now: This Ain't Your Daddy's Hosting Deal</p>										

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6:00PM		6:10pm - Business Transformation Station Live							6:30pm - MSP 501 Awards Dinner presented by Channel Futures 6:30pm - Channel NX2Z Workforce of the Future Symposium			

SESSIONS

THURSDAY, OCTOBER 11 - 11/10/2018

Channel Partners Evolution Conference & Expo

September 9-12, 2019

Walter E. Washington Convention Center
Washington, D.C.

Registration

8:00am - 6:00pm
Registration

Location: 200 Level, Bridge Outside Hall A

Breakfast & Networking sponsored by Verizon

8:30am - 9:00am
Keynote Programming

Location: 300 Level, Ballroom B

Open to all attendees and exhibitors.

Gross Margin: Why It Matters & How to Maximize It

8:50am - 9:10am
Keynote Programming

Location: 300 Level, Ballroom B

In business, everyone wants to know, "What's your bottom line?" But net profit isn't always the truest test of an organization's potential. There's little an MSP can do about interest or tax rates, for example. One metric that does separate the good from the great: gross profit. Gross profit often reveals how efficient a company is and how competitive it can be. Alas, too few business practitioners appreciate its impact. In this session, Valiant CEO Tom Clancy shares what he has learned about gross profit from financial guru Paul Dippell and others, and how focusing on it has transformed his business.

Open to all attendees and exhibitors.

Participants

Speaker: Thomas Clancy - CEO, Valiant Technology

Fastball: ServiceTree, a PSA SaaS Solution That Empowers MSPs to Scale Rapidly presented by ServiceTree

9:10am - 9:17am
Fastball

Location: 300 Level, Ballroom B

Six in 10 MSPs don't use a professional services automation platform, according to CompTIA. We get it — money is tight. However, you want to grow your business and increase efficiency, and Excel spreadsheets will get you only so far. Armed with the targeted live data PSAs deliver, MSPs can work smarter, maximize revenue and make better decisions, letting them scale faster. Techs can focus on tech — not paperwork — while delivering consistent, replicable results. ServiceTree supercharges your business through intelligent automation and the 360-degree integration of your people, processes, customers and finances. Come learn how we can supercharge your growth.

Speaker: Anton Koller, Product Manager, ServiceTree

Open to all attendees and exhibitors.

2018 Evolution Masters & Distributors Panel

9:17am - 9:42am
Keynote Programming

Location: 300 Level, Ballroom B

There's nothing "traditional" about how master agents and distributors run their businesses today — and that's something that MSPs, VARs, consultants and agents need to understand. It's time to think differently about who is in your broader ecosystem. In this popular panel, we'll quiz top execs on how they are helping partners drive revenue and reveal why partners need to think outside the box to get the best from their master agents and distributors.

Open to all attendees and exhibitors.

Participants

Moderator: Lynn Haber - Senior Editor, Channel Partners

Panelist: Daniel Noworatzky - Chief Technology Officer, TeleDynamics

Panelist: Justin Marano - Vice President, Sales - Northeast, Intelisys

Panelist: Ian Kieninger - CEO, AVANT

Panelist: Jennifer Anaya - Vice President, Marketing, North America, Ingram Micro

Panelist: Vince Bradley - CEO, WTG

Lightning Talk: Taking Your Business to Market: How to Navigate Challenges and Avoid Pitfalls

9:42am - 9:52am
Keynote Programming

Location: 300 Level, Ballroom B

Open to all attendees and exhibitors.

Participants

Speaker: Seth Collins - Managing Director, MartinWolf

Humanizing the Experience

9:52am - 10:17am
Keynote Programming

Location: 300 Level, Ballroom B

Over the past few years, customer experience has become a high priority for businesses, but it's harder than it looks to achieve success. Even though we are all customers ourselves every day, we often forget the human approach and fail to incorporate these principles into our business. We know very well what it feels like to purchase products from those companies who are getting it right — and it's reflected in their revenue and other success metrics. Catherine Sugarbroad will share some simple things all businesses should do to humanize the experience.

Open to all attendees and exhibitors.

Participants

Catherine Sugarbroad - Executive Director, Enterprise Product Management & Pricing, Verizon

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Is Staying in Your Lane Holding Your Business Back?

10:25am - 11:10am

Business Strategy Track sponsored by Cyxtera

Location: 200 Level, 204A

Smart, savvy partners have optimized their businesses by narrowly defining their business models and go-to-market strategies. But in doing so, have they cut themselves off from future growth and opportunities? In this session, members of the Channel Futures Think Tank share the fruits of their research and investigation in partner transformation, which many believe is key to participating in customer digital transformation. Learn firsthand about The Channel Partner Transformation Framework, the trigger points of change and more.

Conference & Expo pass required to attend this session.

Participants

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

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

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

1 + 1 = 3: How Coopetition Drives Bigger Sales for All

10:25am - 11:10am

Revenue & Supplier Portfolio Track sponsored by Cyxtera

Location: 200 Level, 204B

Not long ago, partners had defined swim lanes. But in today's channel, VAR opportunities are shrinking and agents are expanding into digital services. MSPs without experience in connectivity may be shut out of hot ops like SD-WAN and UCaaS. Our response: Working together can lead to better customer outcomes and more business for everyone. In this session, we'll look at the legal, cultural, business and financial considerations around inter-partner coopetition.

Conference & Expo pass required to attend this session.

Participants

Moderator: Michelle Ruyle - CEO, Optimized Channel

Panelist: Michael Bremmer - CEO, Telecomquotes.com

Panelist: Darrin Swan - CEO, INFINIT Consulting

Panelist: Phillip Poarch - Vice President, Tolar Systems, Inc.

MSP 501 Winners' Panel

10:25am - 11:10am

Marketing & Technology Track sponsored by Cyxtera

Location: 200 Level, 204C

The best of the best in the 2018 MSP 501 are leading the way for our industry. In this session, we'll welcome our No. 1 finisher, Sirius, as well as winners of all-new honors just added to the MSP 501 to recognize digital transformation thought leadership, excellence in business innovation and new thinking in serving customers. Join us to learn how these winners stood out from the pack and pick up ideas for your business.

Conference & Expo pass required to attend this session.

Participants

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

Panelist: Michael Conley - Executive Vice President, Managed and Cloud Services, Sirius

Panelist: Nancy Sabino - Chief Executive Officer, SabinoComp Tech

Panelist: James Hwang - COO, NexusTek

Panelist: Matthew Beesley - CEO, Premier Technology Solutions

VIP Session with AT&T: Fuel Your Growth!

10:30am - 11:30am

VIP Events

Location: 200 Level, 201A

There's never been a more exciting time in our industry. Join our VIP session to learn how you can fuel your growth and profit with the strength of AT&T.

Separate registration is required.

One lucky attendee will win a \$250 gift card!

VIP Session with Office Depot: Sales Optimization: Strategies for Achieving Profitable Growth and Retaining Your Top Sales Talent

10:30am - 11:30am

VIP Events

Location: 200 Level, 201C

To appeal to the more informed customer and new generation of buyer, you have to meet them where they are and understand how they want to buy your services and solutions. There's a whole new engagement ecosystem out there. To grow profitably, you must optimize sales and find new and different ways to build, enable and retain an exceptional team.

In this panel discussion, industry thought leaders Janet Schijns and Tiffani Bova will discuss their sales journeys, what works and potential pitfalls to avoid when optimizing sales and transforming a team into a next-generation selling organization.

Gain critical insights into your growth initiatives including:

- How to work smarter, not harder, to exceed your sales goals

- How to find talent, use design thinking and develop high-performing sales teams

- How to attract and engage the next generation of customers

You will also learn how you can get started with Office Depot and CompuCom with new services and income opportunities that will radically improve your client's experience.

Separate registration is required.

One lucky attendee will win a \$250 gift card!

How Channel Technology Vendors Can Earn Partner Loyalty

10:40am - 11:30am

Channel Futures Theater

Location: 200 Level, Hall A, Booth 638

Ever wonder what you can do to increase partner loyalty that results in better revenue growth and improved customer satisfaction? There is a way, says AchieveUnite. In this session, market expert Theresa Caragol, CEO of AchieveUnite, will showcase her company's new Partner LifeTime Value assessment tool that can help vendors interested in optimizing their channel strategy better understand their options.

Open to all exhibitors.

Participants

Speaker: Theresa Caragol - Founder & CEO, AchieveUnite, LLC

SESSIONS

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So You Wanna Retire by 2025?

11:20am - 12:05pm

Business Strategy Track sponsored by Cyxtera

Location: 200 Level, 204A

Whether you're looking at succession, sale or merger as an exit strategy, you need to start planning and positioning now. In this session, a top expert who's done 10 acquisitions and two sales over the last 15 years will lead a discussion around building the right business value, lessons learned – and what's realistic in today's financial environment.

Conference & Expo pass required to attend this session.

Participants

Speaker: Arlin Sorensen - Vice President, Peer Groups, ConnectWise

Channel Chief Roundtable

11:20am - 12:05pm

Revenue & Supplier Portfolio Track sponsored by Cyxtera

Location: 200 Level, 204B

Come join us as one of your peers moderates the Channel Chief Roundtable. Her own company will be used as a case study for the channel chiefs to apply real-life applications derived from their programs and offerings to support her company in taking it to the next level. In addition, the channel chiefs will let you know what is coming from a programmatic perspective that will enable you to drive revenue and increase your RPU. Come join us as one of your peers moderates the Channel Chief Roundtable. Her own company will be used as a case study for the channel chiefs to apply real-life applications derived from their programs and offerings to support her company in taking it to the next level. In addition, the channel chiefs will let you know what is coming from a programmatic perspective that will enable you to drive revenue and increase your RPU.

Conference & Expo pass required to attend this session.

Participants

Moderator: Rachel Thornton - President & Founder, Richardson Communications

Panelist: Tina Gravel - Senior Vice President, Global Channels & Alliances, Cyxtera

Panelist: David Beagle - Senior Director, Channel Services, Office Depot

Panelist: Jonathan McCormick - Chief Operating Officer, Intermedia

Good PR, Bad PR: How To Get Your Story Out

11:20am - 12:05pm

Marketing & Technology Track sponsored by Cyxtera

Location: 200 Level, 204C

Contrary to popular belief, there is such a thing as bad press. If you define PR as writing a news release, saving it as a PDF, attaching it to an email and spamming every tech journalist you can, this is a must-attend session for you. We'll discuss how PR works, get insights directly from reporters and give you actionable take-aways you can do immediately.

Conference & Expo pass required to attend this session.

Participants

Moderator: Nikolett Bacso-Albaum - CEO and Founder, Market Impact LLC

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

Panelist: Todd R Weiss - Editor-at-Large, Channel Partners & Channel Futures

Panelist: Zack Seward - Editor-in-Chief, Technical.ly

Building a Better 'Channel Cheesesteak': 6 Essential Ingredients to Guarantee Success

11:40am - 12:30pm

Channel Futures Theater

Location: 200 Level, Hall A, Booth 638

Whether you're a channel chief looking to build a robust channel ecosystem or a team member wanting to create more impactful relationships with your partners, missing any one of these key ingredients of the perfect "channel cheesesteak" will hurt your chances of achieving success.

Attend this session to learn how the six elements – understanding, diagnostics, goal-setting, prioritization, planning and execution – can help you gain a bigger "stake" in your partners' businesses and sway influence in your favor.

Open to all exhibitors.

Participants

Speaker: Alex Hart - Senior Vice President, Strategic Services, The 2112 Group

Lunch & Networking sponsored by CoreDial

11:55am - 12:25pm

Keynote Programming

Location: 300 Level, Ballroom B

Open to all attendees and exhibitors.

BCM One Technology Lounge - Room 113A

12:00pm - 4:00pm

Networking

Come for a Drink, Stay for the Partnership.

Stop by the BCM One Technology Lounge -- Room 113A and enjoy a drink with BCM One and our select partners. Discover why agents and VARs are loyal partners with BCM One.

What's on your mind? SD WAN, IoT, cloud optimization, technology expense optimization, energy-efficient solutions, unified communications—we've got solutions to empower your customer deals. Sponsors include Technology Solutions Xchange (TSX), AT&T Partner Exchange, Ecessa, Vergx for Versa, EnergyWare, Arena One, and Vivial. Schedule a meeting at marketing@bcmone.com.

Open to all attendees.

Delivering a Great Digital Experience? Prove It

12:25pm - 12:40pm

Keynote Programming

Location: 300 Level, Ballroom B

You've convinced your customers that digital transformation is worth their time, so now you had better ensure it delivers the "right" experience. Digital experience management is about measuring and monitoring just how customers actually experience those transformation initiatives that you've helped deploy. While there are many performance monitoring tools that measure aspects of digital experience, understanding how it all fits together and impacts the end user is a discipline and an area where partners must lead. In this keynote, Bridget Bisnette will provide a solid understanding of this function, insight on how it is benefiting real businesses and tips on how you can make money and improve customer success by offering digital experience management services.

Open to all attendees and exhibitors.

Participants

Speaker: Bridget Bisnette - Senior Vice President, Global Channels & Commercial Sales, Riverbed Technology

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Lightning Talk: Chasing the Impact

12:40pm - 12:50pm
Keynote Programming

Location: 300 Level, Ballroom B

A smart, charismatic, passionate, full-of-vision, big-picture person walks into your client's office and doesn't discuss price or speeds and feeds, and doesn't think about SPIFFs or margins, but instead talks vision, purpose and growth. And in that moment, business is won. Question is, will this passionate technology advocate be you — or a competitor? Join us to learn why you must chase the impact, every day and with every client.

Open to all attendees and exhibitors.

Participants

Speaker: Christine Sanni - Channel Manager, Intelisys

Earning the 'S' in 'MSSP'

12:50pm - 1:22pm
Keynote Programming

Location: 300 Level, Ballroom B

Partners pivoting to capture a rich security market may consider branding themselves managed security service providers. It makes sense -- 24/7 outsourced monitoring of network and endpoint systems and management of the myriad security products and services in use by customers is a lucrative business. But it's also expensive, and not all industry experts agree on what constitutes table stakes to get in this game. In this session, channel chiefs from top security suppliers will weigh in on what they look for in an "all-in-on-security" partner.

Open to all attendees and exhibitors.

Participants

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

Panelist: Scott Barlow - Vice President, Global MSP, Sophos

Panelist: Michael Deskewies - Vice President, Strategic Partners & Channels, CounterTack

Panelist: Mike LaPeters - Vice President, Global Channels, AlienVault

Fastball: Contact Center: Not Just for Enterprise presented by CoreDial

1:22pm - 1:30pm
Fastball

Location: 300 Level, Ballroom B

Speaker: Ken Lienamann, Chief Revenue Officer

Open to all attendees and exhibitors.

UCaaS and CCaaS: Execution Is Everything

1:30pm - 1:55pm
Keynote Programming

Location: 300 Level, Ballroom B

The UCaaS and CCaaS market is ripe with opportunity and waiting for the channel to execute. Learn about contact center, its role in the UC sale and how UC goes beyond just sizzle to removing friction in the quote to cash process. The future of the channel lies in the ability to deliver value and exceed customer expectations. Join CoreDial CEO Alan Rihm to learn why partners who excel at identifying goals that matter, creating a plan to achieve them and proactively executing that plan will succeed faster and at greater scale.

Open to all attendees and exhibitors.

Participants

Speaker: Alan Rihm - CEO, CoreDial, LLC

Expo Hall Open

2:00pm - 6:00pm
Expo Hall

Location: 200 Level, Hall A

Open to all attendees and exhibitors.

Coffee with Craig & Kevin

2:00pm - 2:10pm
Channel Partners Studio

Location: 200 Level, Hall A, Booth 738

Open to all attendees and exhibitors.

VIP Lounge sponsored by ScanSource

2:00pm - 6:00pm
Networking

Location: 200 Level

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 computer and printer access, Wi-Fi, refreshments and charging stations, it's a great spot for a quick respite from the hustle and bustle!

Pub Crawl

2:00pm - 6:00pm
Expo Hall

Location: 200 Level, Hall A

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.

Business Transformation Station

2:00pm - 6:00pm
Expo Hall

Location: 200 Level, Hall A, Booth 311

Whether you're an established MSP/agent/consultant investigating new ways to streamline your business or a partner with an entrepreneurial spirit eager to start your own successful telecom enterprise, you'll find the software solutions you need at the Business Transformation Station. The BTS is an experience area open for partners to visit with well-established, best-of-breed vendors whose solutions can be combined to transform all aspects of your business or used individually to target specific need areas.

Provider Presentation: Streamline IT at Your Locations presented by Carousel Industries

2:00pm - 2:50pm
Provider Presentations

Location: 200 Level, 204A

Your business depends on its branch offices and remote sites. Even if they only account for a fraction of your business, their applications, data and network extensions still need to be secure and easy to manage. Does your IT team have the resources it needs to manage and safeguard such a large distributed WAN?

With Verizon Software Defined (SD) Secure Branch, it doesn't need to. Designed to make your network's edge easier to extend, manage and protect, SD Secure Branch lets you run a variety of networking functions on a single appliance. Working with our experts, you'll also have the peace of mind that comes from more than two decades of experience managing customer networks.

Open to all attendees.

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Walter E. Washington Convention Center
Washington, D.C.

Networking Is Managed Service. You're Not Selling It That Way? You Should! presented by Datto

2:00pm - 2:20pm
Channel Futures Theater

Location: 200 Level, Hall A, Booth 638

Description: Fast, secure and always-on connectivity is a must for any business, regardless of size or vertical. The challenge is that many small to midsize businesses do not have the necessary IT expertise to ensure their networks perform as expected. That's where managed networking comes in, and it's a tremendous opportunity for IT service providers. Channel partners who sell managed networking not only deliver optimized connectivity for their clients, they can grow their businesses with hardware and other cloud-based services. In this session, Nadia Karatsoreos, Director of Channel Development at Datto Networking, will share insights on upcoming technology advances as well as advice on making managed networking a profitable business for MSPs.

Open to all attendees and exhibitors.

Channel Partners Studio Interviews

2:10pm - 2:55pm
Channel Partners Studio

Location: 200 Level, Hall A, Booth 738

Schedule

2:10 - 2:25 p.m. Netsurion

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

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

Open to all attendees and exhibitors.

Thunderdome: SD-WAN

2:20pm - 3:20pm
Channel Futures Theater

Location: 200 Level, Hall A, Booth 638

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:

Jeff Burchett, Co-founder and VP of Sales, Bigleaf Networks

Ryan Williams, Director of Channel Sales, CloudGenix

George Just, VP of Sales, Talari Networks

Robert McBride, Director of Marketing, Versa Networks

Ed Basart, Chief Strategy Officer, InSpeed Networks

Open to all attendees and exhibitors.

Participants

Ringmaster: Bryan Reynolds - Director, Post Sales, TBI

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

Inquisitor: Andrew D'Elia - Director, Sales Engineering, BCM One

Inquisitor: Shaquille Fontenot - Director, Marketing & Partner Programs, CNSG

Inquisitor: Devin Williams - Vice President, Strategy, Converged Network Services Group (CNSG)

New Exhibitors News Desk

3:05pm - 4:05pm
Channel Partners Studio

Location: 200 Level, Hall A, Booth 738

Want a cheat sheet on hot first-time exhibitors? Stop by the Channel Partners 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.

Mobile: Powering the Future of Customer Engagement presented by Vivial/mGage

3:20pm - 3:40pm
Channel Futures Theater

Location: 200 Level, Hall A, Booth 638

Competing for the attention of today's consumer can be a challenge. Leverage the platform they use most—mobile. In this session, you'll learn how to use mobile messaging to cut through the clutter and power meaningful engagement.

Presenters:

Glenn Stansbury - Vice President, Sales, mGage

Tracy Kersting - Director, Channel Marketing, Vivial

Open to all attendees and exhibitors.

Imagine Next With Ingram Micro presented by Ingram Micro

3:40pm - 4:00pm
Channel Futures Theater

Location: 200 Level, Hall A, Booth 638

Business transformation services to keep you ahead of the competition.

Whether you make, sell or use IT, Ingram Micro helps you realize the promise of technology. Our vast global infrastructure and expertise in cloud, mobility, supply chain and technology solutions give you a competitive edge. We'll help you become more innovative, agile and efficient so you can navigate the ever-changing technology landscape. If you're ready to serve as your customers' trusted business consultant and operate more successfully in the markets you serve, take a look at the resources we offer.

Speakers:

Guy Baroan, President, Baroan Technologies

Jennifer Anaya, VP Marketing, Ingram Micro

Katelyn Tierney, Marketing Client Services Manager, Ingram Micro

Open to all attendees and exhibitors.

SESSIONS

THURSDAY, OCTOBER 11 - 11/10/2018

Channel Partners Evolution Conference & Expo

September 9-12, 2019
Walter E. Washington Convention Center
Washington, D.C.

Thunderdome: RMM Tools

4:00pm - 5:00pm
Channel Futures Theater

Location: 200 Level, Hall A, Booth 638

No steel cages here, just a forum where attendees can face a panel of top RMM 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:

Jim Lippie, General Manager of Cloud Computing, Kaseya

Rob Rae, VP Business Development, Datto

Brian Troy, Director of Product Management, ConnectWise

Open to all attendees and exhibitors.

Participants

Ringmaster: Bryan Reynolds - Director, Post Sales, TBI

Inquisitor: Rick Beckers - President, CloudTech1

Inquisitor: Phillip Poarch - Vice President, Tolar Systems, Inc.

Inquisitor: Guy Baroan - President, Baroan Technologies

Channel Partners Studio Interviews

4:05pm - 4:50pm
Channel Partners Studio

Location: 200 Level, Hall A, Booth 738

Schedule

4:05 - 4:20 p.m. MartinWolf

4:20 - 4:35 p.m. Cogeco Peer 1

4:35 - 4:50 p.m. TrianOurTroops

Open to all attendees and exhibitors.

Business Transformation Station Live

5:00pm - 5:30pm
Channel Futures Theater

Location: 200 Level, Hall A, Booth 638

Join us at the Channel Futures Theater as we spotlight the exhibitors livening up our transformation hub. They'll share insights on ways they can help you grow your business in 2019.

Panelists:

Thomas M. Forte, Director of Business Development/Consultant, Inteserra

Chris Gellos, EVP of Sales & Marketing, MasterStream ERP

Jeff Lytle, President & Founder, Sandy Beaches Software

Open to all attendees and exhibitors.

Channel Partners Awards Show

5:00pm - 5:25pm
Channel Partners Studio

Location: 200 Level, Hall A, Booth 738

Join us at Channel Partners Studio when we announce the winners of the Channel Partners Evolution Conference awards.

To start with, there are the Best in Show winners: Best New Exhibitor, Best Booth Design in two classes, 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 Customer Appreciation Code.

Open to all attendees and exhibitors.

Channel Partners Studio Interviews

5:25pm - 5:55pm
Channel Partners Studio

Location: 200 Level, Hall A, Booth 738

Schedule

5:25 - 5:40 p.m. Channel NX2Z

5:40 - 5:55 p.m. Studio Interview

Open to all attendees and exhibitors.

Affordable Next-Gen Cybersecurity for the Midmarket presented by Netsurion

5:30pm - 5:50pm
Channel Futures Theater

Location: 200 Level, Hall A, Booth 638

Open to all attendees and exhibitors.

Passport Drawing Announcement

5:55pm - 5:58pm
Channel Partners Studio

Location: 200 Level, Hall A, Booth 738

Open to all attendees and exhibitors.

Conference Survey Announcement

5:58pm - 6:00pm
Channel Partners Studio

Location: 200 Level, Hall A, Booth 738

To show we value your opinion, for every completed survey turned in after an education session that you attended, we will donate \$5 to Children's Literacy Initiative. The more education sessions you attend and rate, the more we can support our veterans. Simply drop off your surveys after your sessions or drop them off at the Channel Partners booth.

Open to all attendees and exhibitors.

Millennial Meetup: Channel NX2Z

6:30pm - 7:30pm
Networking

Location: 200 Level, 201B

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 Philadelphia. All attendees age 35 and under are invited to learn about our new community for the emerging generation of channel pros, [Channel NX2Z](#).

Open to all attendees age 35 and under.

SESSIONS

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Channel Partners Evolution Conference & Expo

September 9-12, 2019

Walter E. Washington Convention Center
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Circle of Excellence Dinner

7:00pm - 8:30pm
Networking

Location: Bank & Bourbon

The Circle of Excellence is an elite group of top channel executives chosen each year for their leadership, vision and innovation. The combined IT and telecom channel is going through unprecedented change. Partners depend on visionaries, like those in this select group, to pioneer new and innovative services and products that will enable them to grow their businesses and help clients in their digital transformation journeys.

By invitation only.

SCHEDULE

THURSDAY, OCTOBER 11 - 11/10/2018

Channel Partners Evolution Conference & Expo

September 9-12, 2019
 Walter E. Washington Convention Center
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TIME	BUSINESS STRATEGY TRACK SPONSORED BY CYXTERA	CHANNEL FUTURES THEATER	CHANNEL PARTNERS STUDIO	EXPO HALL	FASTBALL	KEYNOTE PROGRAMMING	MARKETING & TECHNOLOGY TRACK SPONSORED BY CYXTERA	NETWORKING	PROVIDER PRESENTATIONS	REGISTRATION	REVENUE & SUPPLIER PORTFOLIO TRACK SPONSORED BY CYXTERA	VIP EVENTS
8:00AM						<p>8:30am - Breakfast & Networking sponsored by Verizon</p> <p>8:50am - Gross Margin: Why It Matters & How to Maximize It</p>				8:00am - Registration		

SCHEDULE

THURSDAY, OCTOBER 11 - 11/10/2018

Channel Partners Evolution Conference & Expo

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9:00AM					<p>9:10am - Fastball: ServiceTree, a PSA SaaS Solution That Empowers MSPs to Scale Rapidly presented by ServiceTree</p>	<p>9:17am - 2018 Evolution Masters & Distributors Panel</p> <p>9:42am - Lightning Talk: Taking Your Business to Market: How to Navigate Challenges and Avoid Pitfalls</p> <p>9:52am - Humanizing the Experience</p>						

SCHEDULE

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10:00AM	10:25am - Is Staying in Your Lane Holding Your Business Back?	10:40am - How Channel Technology Vendors Can Earn Partner Loyalty					10:25am - MSP 501 Winners' Panel				10:25am - 1 + 1 = 3: How Cooperation Drives Bigger Sales for All	10:30am - VIP Session with AT&T: Fuel Your Growth! 10:30am - VIP Session with Office Depot: Sales Optimization: Strategies for Achieving Profitable Growth and Retaining Your Top Sales Talent
11:00AM	11:20am - So You Wanna Retire by 2025?	11:40am - Building a Better 'Channel Cheesesteak': 6 Essential Ingredients to Guarantee Success				11:55am - Lunch & Networking sponsored by CoreDial	11:20am - Good PR, Bad PR: How To Get Your Story Out				11:20am - Channel Chief Roundtable	

SCHEDULE

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12:00PM						<p>12:25pm - Delivering a Great Digital Experience? Prove It</p> <p>12:40pm - Lightning Talk: Chasing the Impact</p> <p>12:50pm - Earning the 'S' in 'MSSP'</p>		<p>12:00pm - BCM One Technology Lounge - Room 113A</p>				
1:00PM					<p>1:22pm - Fastball: Contact Center: Not Just for Enterprise presented by CoreDial</p>	<p>1:30pm - UCaaS and CCaaS: Execution Is Everything</p>						

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2:00PM		<p>2:00pm - Networking Is Managed Service. You're Not Selling It That Way? You Should! presented by Datto</p> <p>2:20pm - Thunderdome: SD-WAN</p>	<p>2:00pm - Coffee with Craig & Kevin</p> <p>2:10pm - Channel Partners Studio Interviews</p>	<p>2:00pm - Expo Hall Open</p> <p>2:00pm - Pub Crawl</p> <p>2:00pm - Business Transformation Station</p>				<p>2:00pm - VIP Lounge sponsored by ScanSource</p>	<p>2:00pm - Provider Presentation: Streamline IT at Your Locations presented by Carousel Industries</p>			
3:00PM		<p>3:20pm - Mobile: Powering the Future of Customer Engagement presented by Vivial/mGage</p> <p>3:40pm - Imagine Next With Ingram Micro presented by Ingram Micro</p>	<p>3:05pm - New Exhibitors News Desk</p>									

SCHEDULE

THURSDAY, OCTOBER 11 - 11/10/2018

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4:00PM		4:00pm - Thunderdome: RMM Tools	4:05pm - Channel Partners Studio Interviews									
5:00PM		5:00pm - Business Transformation Station Live 5:30pm - Affordable Next-Gen Cybersecurity for the Mid-market presented by Netsurion	5:00pm - Channel Partners Awards Show 5:25pm - Channel Partners Studio Interviews 5:55pm - Passport Drawing Announcement 5:58pm - Conference Survey Announcement									
6:00PM								6:30pm - Millennial Meet-up: Channel NX2Z				

SCHEDULE

THURSDAY, OCTOBER 11 - 11/10/2018

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TIME	BUSINESS STRATEGY TRACK SPONSORED BY CYXTERA	CHANNEL FUTURES THEATER	CHANNEL PARTNERS STUDIO	EXPO HALL	FASTBALL	KEYNOTE PROGRAMMING	MARKETING & TECHNOLOGY TRACK SPONSORED BY CYXTERA	NETWORKING	PROVIDER PRESENTATIONS	REGISTRATION	REVENUE & SUPPLIER PORTFOLIO TRACK SPONSORED BY CYXTERA	VIP EVENTS
7:00PM								7:00pm - Circle of Excellence Dinner				

SESSIONS

FRIDAY, OCTOBER 12 - 12/10/2018

Channel Partners Evolution Conference & Expo

September 9-12, 2019

Walter E. Washington Convention Center
Washington, D.C.

Registration

10:00am - 12:00pm
Registration

Location: 200 Level, Bridge Outside Hall A

Expo Hall Open

10:00am - 12:00pm
Expo Hall

Location: 200 Level, Hall A

Open to all attendees and exhibitors.

Continental Breakfast

10:00am - 12:00pm
Expo Hall

Location: 200 Level, Hall A

Open to all attendees and exhibitors.

VIP Lounge sponsored by ScanSource

10:00am - 12:00pm
Networking

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 computer and printer access, Wi-Fi, refreshments and charging stations, it's a great spot for a quick respite from the hustle and bustle!

Business Transformation Station

10:00am - 12:00pm
Expo Hall

Location: 200 Level, Hall A, Booth 311

Whether you're an established MSP/agent/consultant investigating new ways to streamline your business or a partner with an entrepreneurial spirit eager to start your own successful telecom enterprise, you'll find the software solutions you need at the Business Transformation Station. The BTS is an experience area open for partners to visit with well-established, best-of-breed vendors whose solutions can be combined to transform all aspects of your business or used individually to target specific need areas.

SCHEDULE

FRIDAY, OCTOBER 12 - 12/10/2018

Channel Partners Evolution Conference & Expo

September 9-12, 2019
Walter E. Washington Convention Center
Washington, D.C.

TIME	EXPO HALL	NETWORKING	REGISTRATION
10:00AM	10:00am - Expo Hall Open 10:00am - Continental Breakfast 10:00am - Business Transformation Station	10:00am - VIP Lounge sponsored by ScanSource	10:00am - Registration