For partners on both the telco and IT sides of the channel, just knowing tech isn’t going to cut it anymore. In today’s channel landscape, you need to be as knowledgeable about business as you are about speeds, feeds and software. That doesn’t just go for your customers’ business — it starts with your own organization. In this year’s Business Success Workshop, we’re bringing in a slew of experts to teach you critical skills such as how to correctly calculate your valuation, perform a gap analysis and successfully negotiate an M&A deal. Join us for an in-depth workshop where you won’t just hear people giving you advice. You’ll work through an action plan with people who have walked this walk, and you’ll go home knowing exactly what your next steps are.

Even better: Business Success Workshop attendees will gain access to a free one-hour consultation with expert Will Harris. Attendee must attend the workshop to receive this offer.

**SCHEDULE**

1-1:15 p.m. Lunch

1:15-1:35 p.m. Opening Panel - Lessons from the Field: Learning What Not to Do

Moderator: Kris Blackmon

Panelists: Juan Fernandez, Dave Dyson, Seth Collins

1:35-1:45 p.m. Brief introductions to workshop topics and leaders

1:45-4:05 p.m. Workshop One - The Accidental Entrepreneur: Creating a Business Plan

Session will teach attendees to:

- Define the company they want to be
- Define wealth & size targets
- Define desired outcomes and timelines

Workshop leaders

Arlin Sorensen
Juan Fernandez

1:45-4:05 p.m. Workshop Two - From a Business to a Company: Growing & Scaling

Session will teach attendees to:

- Build a management team you can delegate to
- Build a clear and concise organization
- Define processes and procedures
- Take your time in growth mode

Workshop leaders

1:45-4:05 p.m. Workshop Three - Financial Shakeup: M&A

Session will teach attendees:

- When to sell
- How to identify an acquisition target
- Structure of the deal
- Integration dos and don’ts
- Having your “ship clean” re: bookkeeping standards

Workshop leaders

Ryan Walsh
John Murphy

4:10-4:50 p.m. Workshop Four - The Hard Truth: Valuation

Session will teach attendees:

- Valuation metrics & how they vary from company to company
- What the market really thinks you’re worth

Workshop Leader

Seth Collins

4:50-5 p.m. Toast to Success

All Access pass required to attend this session.

**Participants**

Kris Blackmon - Senior Content Director, Channel Trends, Channel Partners / Channel Futures

Seth Collins - Managing Director, MartinWolf

Dave Dyson - Communications Visionary & Thought Leader, Eclipse Telecom

John K Murphy - President, JK Murphy Advisors

Richard Murray - Chief Operating Officer, Telarus

Arlin Sorensen - VP Brand and Ecosystem Evangelism, ConnectWise

Ryan Walsh - Chief Channel Officer, Pax8

Juan Fernandez - VP of Managed IT Services, ImageNet Consulting, LLC
ACWConnect Live!
5:00pm - 8:00pm
Alliance of Channel Women Networking Event
Location: Sands Expo, Level 2, Bassano 2701

Event registration starts at 4:30 p.m.
Celebrate 10 Years of Empowering Channel Women

The Alliance of Channel Women is marking a decade of empowering women in technology channels to advance their careers and become leaders in their businesses and industry. Founded in 2010, ACW’s roots are grounded in enabling channel women to succeed through networking, education and mentoring. Over the years, we’ve expanded our mission to include advocacy for gender equality and inclusivity. We have committed members, a platform and a voice. We’ve come a long way, baby!

Join us in celebrating our 10-year Anniversary at ACWConnect Live! 2020 Vegas. We’ll look back at what we’ve accomplished together so far and zero in on a shared vision for ACW’s future that includes more members, a bigger platform and a stronger voice.

REGISTER >>
To become an Alliance of Channel Women member and to attend for FREE, visit www.allianceofchannelwomen.org.
To become a Sponsor, click here.
For questions about this event please contact Shilo Lusson at slusson@buzztheory.com.

This event is free to paid members in good standing.

First-Time Attendee Reception sponsored by Verizon
7:00pm - 9:00pm
First-Time Attendee Reception
Location: SUGARCANE raw bar grill in the Venetian

Channel Partners welcomes attendees visiting the show for the first time! This reception offers a fun and intimate setting for new participants to meet with various members of the Channel Partners team, industry rock stars and show supporters, as well as other first-time participants. Prepare for the upcoming expo days while grabbing a drink and a bite to eat at this unique event!

Please note: This session is now sold out. Pre-registration was required. Registration is limited to channel partner businesses such as agents, VARs, MSPs, consultants, and integrators, who are attending for the first-time. The Channel Partners team reserves the right to deny entrance to anyone who does not meet these qualifications.
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Registration sponsored by Fuze
7:30am - 7:00pm
Registration
Location: Sands Expo, Level 2, Hall C

Breakfast & Networking
8:00am - 8:25am
Keynote Programming
Location: Sands Expo, Level 2, Venetian Ballroom H-J
Open to all attendees & exhibitors.

Star2Star Meeting Center - Room: Veronese 2504
8:00am - 7:00pm
Star2Star Meeting Center
Join Us At The Star2Star Lounge!
Come decompress from the busy days at Channel Partners in Star2Star’s Lounge. Enjoy complimentary refreshments while you watch our live presentation and learn how we treat all of our Partners like VIPs. Plus, you could win an all-expenses-paid 3 day/2 night trip for two to the beautiful Sarasota, FL! Book now for your chance to win!
The Star2Star Lounge is open from 8am to 7pm on Tuesday, March 10 and Wednesday, March 11 in Veronese 2504.
Request to meet with Star2Star at #CPExpo >>
Open to all attendees.

Mitel Experience Center – Room Titian 2204
8:00am - 6:00pm
Mitel Experience Center
Connect. Transform. Together
Come by the Mitel Experience Center in Titian 2204 to see live demos of our flagship UCaaS solutions MiCloud Connect and Connect CX. Have specific questions on how Mitel can help your business? Come speak with our Mitel team as they walk you through our complete MiCloud Connect portfolio, highlight key differentiators, new partner programs and SPIFFs, all while enjoying some great refreshments.

All of Mitel’s Top 10 Master Agents grew by a combined 300% year over year. Mitel’s Top 10 Subagents’ in 2019 grew over 700%. Find out why! Set up a meeting with us today or simply stop by and speak to any of the Mitel staff on-site. Join us in the Experience Center to see how easy partnering with Mitel is.
Schedule a meeting online at: https://mitelcplv2020.youcanbook.me
Open to all attendees.

Welcome Remarks
8:25am - 8:30am
Keynote Programming
Location: Sands Expo, Level 2, Venetian Ballroom H-J
Open to all attendees.

Participants
Thomas Baker - Director of Sales, Channel Partners
Kelly Danziger - VP of Sales, Market Leader - Channel, Channel Partners / Channel Futures

Channel Update
8:30am - 8:40am
Keynote Programming
Location: Sands Expo, Level 2, Venetian Ballroom H-J
Open to all attendees.

Participants
Kris Blackmon - Senior Content Director, Channel Trends, Channel Partners / Channel Futures
Craig Galbraith - Executive Editor, Channel Partners / Channel Futures

Partnering to Win: Developments in Channel Programs
8:40am - 8:50am
Keynote Programming
Location: Sands Expo, Level 2, Venetian Ballroom H-J
Technology has changed dramatically in recent years as advances in service virtualization, cloud and mobility have given rise to new services and new business models. Agility, flexibility and rapid response are critical to success in today’s business market. Channel partners are more important than ever to communication providers’ business strategies to expand sales reach, move into new markets and deepen customer relationships. Competition to attract the best partners is driving innovation in channel programs. What are communication providers doing to work more closely with partners in meeting customer needs? Find out about new tools and features that communication service providers are adding to enhance their channel programs.
Open to all attendees.

Participants
Speaker: Cindy Whelan - Principal Analyst, Omdia

Fastball: Are You Ready to Move in 2020? presented by AVANT
8:50am - 9:00am
Keynote Programming
Location: Sands Expo, Level 2, Venetian Ballroom H-J
Legacy industries are being replaced by those few had heard of a decade ago. If we pause to marvel, we stand still; the next wave of innovation accelerates, so we seek a path forward. And we move.
#MOVewithAVANT and see the future of opportunity.
Speaker: Drew Lydecker, President and Co-Founder, AVANT
Open to all attendees.

Future Forward with 5G sponsored by AT&T
9:00am - 9:25am
Keynote Programming
Location: Sands Expo, Level 2, Venetian Ballroom H-J
There’s a lot of buzz around the speed, massive connectivity and low latency of 5G. But there are also a lot of questions. What does the term 5G mean? How does it work? And how do I explain it to my customers? This session will explore the fundamentals of our network, using the six-way match. It’s designed for non-experts, to help you understand the beauty of this asset, especially as 5G advances and new use cases emerge.
Open to all attendees.

Participants
Speaker: Stacey Marx - Senior Vice President - AT&T Partner Solutions, Commercial DTV and Wholesale, AT&T Services, Inc.
Speaker: Todd Zeiler - Assistant Vice President, AT&T Network Services

Fastball: Growth: Why Rackspace, Why Now presented by Rackspace
9:25am - 9:35am
Keynote Programming
Location: Sands Expo, Level 2, Venetian Ballroom H-J
Learn about the growth the Rackspace channel program is experiencing and find out how we work with our partner community to identify and close high-value business.
Speakers: TJ Thelen, Vicki Patten & Justin Chris-Tensen, Global Partner Managers, Rackspace
Open to all attendees.
Debate 2020: Is Convergence Just Hype or the Future of Channel?
9:35am - 10:15am
Keynote Programming

Location: Sands Expo, Level 2, Venetian Ballroom H-J

We've been hearing it for years: IT/telco convergence is coming. But is it? Has it already? Will it ever? And if it does, who will win out? Join channel expert Janet Schijns, CEO of consulting firm JS Group, as she moderates an old-fashioned debate between Team Yes and Team No on the question 'Is IT/Telco Convergence Happening?' Which side will win out? Only the audience can decide.

Open to all attendees.

Participants
Moderator: Janet Schijns - CEO, JS Group
Team Yes: Jared Martin - VP, MSx Managed Services, TPx Communications
Team Yes: Andrew Pryfogle - Chief Market Development Officer, Pax8
Team No: Jennifer Anaya - SVP Global Marketing, Ingram Micro Technology Solutions
Team No: Bill Power - CEO, Agent Alliance

Agents Can Sell Managed Services. Here's How.
10:25am - 11:05am
Sales & Marketing Conference Track

Location: Sands Expo, Level 2, Titian 2301B

Telco agents and MSPs seem, on the surface, to operate in completely separate worlds. They've got different financial models, sales compensation strategies and client conversations, not to mention different approaches to IT. But many agents are looking toward managed services to up their recurring revenue and create ongoing stickiness with their customers. This pivot sounds great in theory, but in practice, it can be almost impossible to figure out on your own. It can be done, however, and we've arranged a panel of agents who have "been there, done that" to tell you how. Join Jared Martin, vice president, MSx managed services at TPx Communications, as he leads a panel of experts to lay out how you can integrate managed services into your existing agent business model.

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

Participants
Moderator: Jared Martin - VP, MSx Managed Services, TPx Communications
Panelist: Matt Kanaskie - Vice President of Sales Operations, Marco Technologies
Panelist: Stephen Murray - CEO, DataTel1
Panelist: Nancy Ridge - Founder and President, Ridge Innovative

Stairway to Security Revenue - A Step-by-Step Guide to Building a Security Practice
10:25am - 11:05am
Security Conference Track

Location: Sands Expo, Level 2, Titian 2303

Security is a looming threat for most customers today, but is the channel prepared to help them? Join this session as Alex Ryals, vice president of security solutions at Tech Data, provides a vendor-neutral step-by-step program to build a security practice including selecting the right areas of security to focus, picking the right providers to partner with and building a strategy around professional and managed security services. The opportunity is tremendous for partners who take thoughtful and intentional action to build a plan.

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

Participants
Speaker: Alex Ryals - Vice President, Security Solution, Tech Data

Using SD-WAN to Upsell
10:25am - 11:05am
Technology Conference Track

Location: Sands Expo, Level 2, Titian 2306

As we move ever further into a completely connected world, SD-WAN is becoming a mission-critical offering for tech service providers. But partners that stop with just connectivity are missing a huge opportunity. With SD-WAN serving as the foundation for more sophisticated bundles and targeted offerings, service providers today can build upon existing SD-WAN offerings to upsell customers on a more complete stack, creating easily replicated packages that speak directly to clients' business strategies and increase the value of the partner relationship. Join Julie Dzubay of AppSmart as she lays out a strategy for wrapping services around SD-WAN.

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

Participants
Moderator: Julie Dzubay - Director of Sales Operations, AppSmart
Panelist: Michael Brennan - VP, Channel Sales, QOS Networks
Panelist: Anish Patel - Vice President of Emerging Technologies, TBI
Panelist: Blake Wetzol - CRO, TeraGo

VIP Session: 7 SD-WAN Land Mines This Customer Wants Channel Partners to Avoid with CloudGenix
10:30am - 11:30am
VIP Session with CloudGenix

Location: Sands Expo, Level 2, Veronese 2406

When Fortune 500 company CH-Robinson was evaluating SD-WAN, many of the channel partners they spoke to were blindsided by hidden costs of SD-WAN implementation, couldn't address security risks that Cisco and VMware-velocloud SD-WAN introduced and couldn't address cloud migration. Learn about the seven SD-WAN land mines channel partners need to avoid and get access to CH-Robinson's SD-WAN ROI tools.

Speakers:
• Michael Roberts, Director of Engineering, CH Robinson (Fortune 500 firm)
• Tom McKeown, CEO of Broadreach Communications (Channel Partner)
• Vance Denning, Global Accounts Director, CloudGenix (Gartner MQ Visionary & #1 Enterprise SD-WAN)
• Ryan Williams, Sr. Director of North American Channel Sales, CloudGenix (Gartner MQ Visionary & #1 Enterprise SD-WAN)

Separate registration required.

VIP Session: Your Cloud Vision – Is It 2020? with Flexential
10:30am - 11:30am
VIP Session with Flexential, Corp.

Location: Sands Expo, Level 2, Veronese 2403

Are your customers asking you to help them on their cloud journey, but you're not sure where to start? Join our session to discover how companies are evaluating workloads, costs and manageability of public vs. private cloud solutions and learn how to best position a hybrid IT solution with your customers in 2020. We're also raffling off a $200 AMEX gift card!

Separate registration required.
**CX: The New Hot Channel Acronym**
11:10am - 11:50am
Sales & Marketing Conference Track

**Location:** Sands Expo, Level 2, Titian 2301B

Customer experience (CX) became one of the hottest buzzwords of 2019. Like most trendy concepts, it was difficult to get a concrete definition of exactly what CX means, what metrics partners should use to measure it and the steps they could take to improve it. Now, in 2020, it isn’t something that partners should just be thinking about. It’s a strategic imperative. Still not sure exactly what your CX path forward should be? Join CompTIA Senior Director of Industry Analysis Carolyn April as she leads a panel of partners who have figured out the CX secret sauce in a discussion aimed to help you devise a plan to up your customer experience game this year.

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

**Participants**
- **Moderator:** Carolyn April - Senior Director, Industry Analysis, CompTIA
- **Panelist:** Tiffani Bova - Global Customer Growth and Innovation Evangelist, Salesforce
- **Panelist:** John Finch - AVP of Product Marketing, RingCentral
- **Panelist:** Amber Redmann - CEO, Parasol Alliance

**Stress Less, Earn More with MDR Security Services**
11:10am - 11:50am
Security Conference Track

**Location:** Sands Expo, Level 2, Titian 2303

Year after year, cybersecurity is at the top of CEO concerns and is among the top CIO purchasing priorities. Many are working to solve this by moving to a more modern infrastructure — think UCaaS, SD-WAN and 5G. But while adopting these technologies likely leads to a better user experience, the move also brings greater complexity behind the scenes, especially around security. In this education track, we’ll dive into the growing market for managed detection and response (MDR) security services and the “stress less, earn more” opportunity it can bring for service providers to expand revenues and create stronger customer relationships by delivering peace of mind.

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

**Participants**
- **Jack Danahy** - Senior Vice President & Chief Evangelist, Alert Logic

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**Differentiating Yourself in a Crowded Communications Market.**
11:10am - 11:50am
Technology Conference Track

**Location:** Sands Expo, Level 2, Titian 2306

The truth is, UCaaS/telephony is rapidly evolving and businesses must keep up in order to succeed in an industry that is in a quickly racing to zero. Nextiva believes sentiment is everything. Learn how to create value by selling platforms over siloed communication in the next wave of communication – communication solutions that truly connect businesses to their customers and enable you to sell a larger and stickier product stack.

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

**Participants**
- **Speaker:** Carl Katz - Channel Chief, Nextiva

**Lunch & Networking sponsored by 8x8 Inc.**
11:40am - 11:55am
Keynote Programming

**Location:** Sands Expo, Level 2, Venetian Ballroom H-J

Open to all attendees.

**Business Is Changing a Channel Chief Interview**
11:55am - 12:05pm
Keynote Programming

**Location:** Sands Expo, Level 2, Venetian Ballroom H-J

Open to all attendees.

**Participants**
- **Tim Acker** - Channel Chief, T-Mobile
- **Janet Schijns** - CEO, JS Group

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**BCM One Technology Lounge - Room: Titian 2203**
12:00pm - 4:00pm
BCM One Technology Lounge

**Location:** The Venetian & Sands Expo, Level 2, Titian 2203

**Come for a Drink, Stay for the Partnership**
Stop by the BCM One Technology Lounge – Room: Titian 2203. Enjoy a drink and appetizers. Discover why agents and VARS are loyal partners with BCM One.

BCM One has a unique hybrid business model – master agency and managed solutions provider. As a channel partner you get the best of both worlds – an array of select technology suppliers to integrate into client deals and our own managed solutions resulting in revenue protection and overall more control of your client solutions. All built on our highly reputable 27+ years in the business. Schedule a meeting at marketing@bcmone.com.

Open to all attendees.

**Expanding Offerings to Sell & Scale Quickly & Easily**
12:05pm - 12:30pm
Keynote Programming

**Location:** Sands Expo, Level 2, Venetian Ballroom H-J

When it comes to selling tech, partners often excel with their current offerings. But when your pitch is centered around one or two elements, there’s only so much revenue you can bring in and only so much you can pay your sales reps in commissions. What if you could sell more services as easily as you do for your core business? In this session, long-time channel expert Craig Slagbaum, vice president indirect channels at Comcast Business, leads a conversation around wrapping additional technologies and services into one bigger, more profitable package, allowing partners to sell more and scale their businesses for future growth.

Open to all attendees.

**Participants**
- **Moderator:** Craig Slagbaum - Vice President Indirect Channels, Comcast Business
- **Panelist:** Mark Morgan - President, Intelisys
Fastball: Tackle the Changing Ecosystem Economy with CertaintySM, Capability™ and Curiosity™ presented by Sprint
12:30pm - 12:40pm
Keynote Programming
Location: Sands Expo, Level 2, Venetian Ballroom H-J
The ecosystem economy introduces rampant change, infinite complexity and fierce competition. Sprint is delivering new thinking about networks, collaboration and secure communications to connect the people, places and things that make up your ecosystem. Discover more about how deploying Sprint CertaintySM, Capability™ and Curiosity™ will help meet your customers’ needs.
Speaker: Michael Fitz, President and General Manager, Global Wireline Business Unit, Sprint
Open to all attendees.

Humanizing Your Communications: Creating Meaningful Conversations
12:40pm - 1:05pm
Keynote Programming
Location: Sands Expo, Level 2, Venetian Ballroom H-J
More than ever, today’s workforce uses technology to collaborate in real time with people all over the world – and we expect information and resolutions immediately. This makes fast and accurate decision-making a critical part of any strategy. Join Chandler Legarreta to discuss how businesses are using one cloud communications platform to outpace competitors by humanizing communications.
Open to all attendees.
Participants
Speaker: Chandler Legarreta - Vice President, Strategic Channel, 8x8

Fastball: Cloud Data: Backup for What’s Next presented by Veeam
1:05pm - 1:15pm
Keynote Programming
Location: Sands Expo, Level 2, Venetian Ballroom H-J
Organizations today face two challenges: managing and mining the data they produce and ensuring that the digital experience is always-on for both internal and external customers. As a cloud and/or managed service provider, you have both a mandate and an opportunity to provide data protection services to your customers. See why Veeam is No. 1 for service providers and a leader in cloud data management.
Presenter: Matt Kalmenson, Vice President, Commercial Sales & Cloud Service Providers
Open to all attendees.

Ted Talks Tech presented by PlanetOne
1:15pm - 1:25pm
Keynote Programming
Location: Sands Expo, Level 2, Venetian Ballroom H-J
PlanetOne Founder and CEO Ted Schuman takes the stage to talk dollars and sense about the business of technology sales. He’ll count down 10 ways channel partners can play to win big in 2020 in this don’t-miss session.
Open to all attendees.

Fastball: Are Your Customers Ready for Mobile? presented by Moxtra
1:25pm - 1:35pm
Keynote Programming
Location: Sands Expo, Level 2, Venetian Ballroom H-J
The broad adoption of mobile has changed the business landscape. Businesses now require solutions built for the mobile era and are no longer buying legacy solutions.
By partnering with Moxtra, you can provide your customers with their own mobile apps to digitally transform their businesses.
Built by the team that created WebEx, Moxtra powers digital businesses across several industries including real estate, design, legal, consulting and financial services.
Book a meeting to discuss opportunities to collaborate!
Speaker: Kartik Chillakanti, Partner Solutions, Moxtra
Open to all attendees.

Future of Ransomware, Explained
1:35pm - 2:00pm
Keynote Programming
Location: Sands Expo, Level 2, Venetian Ballroom H-J
Over the last couple of years, headline after headline has screamed the consequences of a ransomware hit from bad actors, and smart service providers know to approach cybersecurity with a “when, not if” mentality. But just like everything else in business technology today, the threat landscape is evolving faster than we can keep up with. Today’s criminals threaten not to delete data, but to make it public, and new strains of malware are popping up every day. In this keynote, Raj Samani, chief scientist at McAfee, lays out what the channel can expect to see from cybercriminals in 2020 and beyond and gives the audience tips for how to prepare for the future of ransomware.
Open to all attendees.
Participants
Speaker: Raj Samani - Chief Scientist and McAfee Fellow, McAfee

VIP Session: Changing the Status Quo: Opportunities in a New Digital Decade with Intelisys
2:00pm - 3:00pm
VIP Session with Intelisys
Location: Sands Expo, Level 2, Veronese 2403
Speaker: Mark Morgan
Separate registration required.

You Are Leaving Lots of Money on the Table: Uncovering Cloud Revenue from the C-Suite
2:10pm - 2:50pm
Sales & Marketing Conference Track
Location: Sands Expo, Level 2, Titian 2301B
Today it’s more critical than ever for technology service providers to take sales conversations beyond the IT manager and into upper management. Only by understanding and addressing businesses’ long-term strategies can partners build upon basic offerings to create valuable revenue-driving stacks powered by as-a-service offerings. But it’s one thing to know you have to “speak to business outcomes” and quite another to actually learn to have that dialogue. In this session, Paul Croteau, channel CTO at Rackspace, breaks down how channel professionals used to only talking tech can elevate client conversations to speak directly to the concerns of the C-suite.
All Access pass or Conference & Expo pass required to attend this session.
Participants
Speaker: Paul Croteau - Channel CTO, Rackspace
How Security and Compliance Could Save Your Client — and You
2:10pm - 2:50pm
Security Conference Track
Location: Sands Expo, Level 2, Titian 2303

HIPAA. PCI. ISO 27001. Ransomware. These days, the cost of noncompliance with governmental and industry regulations surrounding data privacy is more than just a blow to the pocketbook. It can lead to security breaches that devastate businesses, forcing your clients to shutter their doors. What’s more, the consequences for such breaches can severely impact service providers, too. Compliance is a skill set that every technology provider must have in today’s security and regulatory landscape, but it doesn’t have to be intimidating. Join Jason Duchnowski, channel chief at OTAVA, as he walks attendees through compliance basics and gives them a plan of action for how to get ahead of regulatory hurdles.

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

Participants
Speaker: Jason Duchnowski - Channel Chief, Otava

IoT: The Promise, the Pitfalls and How Partners Can Help
2:10pm - 2:50pm
Technology Conference Track
Location: Sands Expo, Level 2, Titian 2306

Research firm Gartner predicts that by 2021, there will be 25 billion internet of things (IoT) devices in use. With technologies such as 5G connectivity and edge computing on the rise, public sector organizations and private enterprises alike can now lay the foundation for the massive amounts of data that IoT devices will generate in future. With high-speed connectivity and connected devices, myriad new capabilities are possible, such as self-driving cars and drones, immersive experiences at a concert or sports stadium, and smart building technology.

But selling IoT can be difficult — especially if you go it alone. This session on selling IoT in the channel provides you with examples of successful deals and a blueprint for getting started — and succeeding — in selling IoT. This will give you real takeaways to bring back to your office on how to craft a 30-60-90 day plan to sell these technologies.

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

Participants
Moderator: Lauren Horwitz - Senior Content Director, Emerging Technologies, Informa Tech
Panelist: Bill Kleyman - Executive Vice President of Digital Solutions, Switch
Panelist: Jo Peterson - VP, Cloud & Security, Clarify360
Panelist: Michelle Ruyle - CEO, Optimized Channel
Panelist: Max Silber - Vice President of Mobility, MetTel
Panelist: Mark Thiele - Edge Cloud Ecosystem & Business Development, Ericsson
Panelist: Roger Thomas - CEO, Integrity Sales and Marketing

VIP Session: How Do You Move the Needle as a Trusted Advisor in 2020? with AVANT
2:30pm - 3:45pm
VIP Session with AVANT
Location: Sands Expo, Level 2, Venetian Ballroom H-J

Technology and customer needs are changing quickly and if you want to be successful, you’d better move with them. Join Drew Lydecker and an engaging panel of experts for what has been a top-attended non-keynote session for the past three years. At AVANT’s VIP session you’ll learn the latest from our State of Disruption and 6-12 reports, hear an analysis of the trends that are driving the transition from old to new technologies and get a deep dive into technologies that are on the move. Register today!

Separate registration required.

Selling Security Doesn’t Have to Be Scary
2:55pm - 3:35pm
Security Conference Track
Location: Sands Expo, Level 2, Titian 2303

With all the frightening headlines you see every day, cybersecurity is no longer an option. The number of security vendors, unanswered questions and lack of clarity on how to offer this valuable service can feel scary! But it doesn’t have to be. Attend this session to discover three simple steps for entering this market and learn several unique approaches to providing necessary (and highly profitable) managed security – without getting stuck with management and support.

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

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

The Upsell/Cross-Sell Playbook
2:55pm - 3:35pm
Sales & Marketing Conference Track
Location: Sands Expo, Level 2, Titian 2301B

It can cost in excess of $x more to gain a new customer than to upsell an existing one. In the IT services channel, where adding layers of services and solutions onto existing offerings is often a breeze compared to spinning up a whole new client, an upsell/cross-sell strategy can be the key to upping revenues quickly and increasing customer stickiness. But it’s a different conversation than one you’d have with a new prospect, and for those used to basing success on net new clients, it isn’t always an easy thing to learn. Join Dave Dyson, CEO of Eclipse Telecom and all-around sales superstar, as he walks attendees through the upsell process and lays out a plan of attack all partners can follow.

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

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

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## The Future of UC

**2:55pm - 3:35pm**  
Technology Conference Track  
Location: Sands Expo, Level 2, Titian 2306

On this panel we will be discussing what is driving today's UC adoption. Collaboration, artificial intelligence, meeting services, connectivity and contact center are all key components, and the ability to integrate them is what separates the winners from the losers. Join our panel of technologists as we discuss how to do it best. Learn tips on how partners can create a solution for future growth and revenue opportunities.

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

### Participants
- **Moderator:** Raymond Nelson - Vice President of Solution Sales, Intelisys
- **Panelist:** Scott Kinka - Chief Technical and Product Development Officer and Founding Partner, Evolve IP
- **Panelist:** Jamaal Savwoir - Director, Channel Sales Engineering, 8x8
- **Panelist:** Cathryn Valladares - Director of Solution Engineering, Nextiva

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## Whose CaaS Is It Anyway? - Ingram Micro

**3:10pm - 3:35pm**  
Channel Partners Theater  
Location: Sands Expo, Level 2, Hall C-D, Booth 457

Communication is the key to success in any business, and in today's UCaas world, hybrid solutions are the key to the customer experience. Learn how Ingram Micro can help you in your UCaas practice. Whether you need supply chain solutions as an ITSP, route-to-market services to drive subscriptions, installations or are incorporating UCaas into your current client space, Ingram Micro has the tools to tie it together and enable you to deliver the customer experience you desire.

Speakers: Stephen Yochum, Director of Sales & GM UCC & Nicholas Quinn, Solution Sales Executive at Ingram Micro

Open to all attendees & exhibitors.

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## The Wave of Application Fluency - Oracle SD-WAN

**3:35pm - 4:00pm**  
Channel Partners Theater  
Location: Sands Expo, Level 2, Hall C-D, Booth 457

Oracle Communications is creating a channel-led approach that allows you to catch the SD-WAN wave! Be prepared to capture mindshare as we shift the industry from an Application Aware state into the Application Fluent future. You'll be stoked when you learn how Oracle and their strategic cloud providers can grow your business with:

- Cutting-edge SD-WAN deployments
- Highest quality user experience
- Fail-safe network automation
- Journey to the cloud with UCaas

Engage with Oracle visionaries throughout the session. Aloha!

Speakers: Gary Levy, Vice President Worldwide Alliances and Channels, Oracle Communications & George Just, Vice President Worldwide SD-WAN Sales, Oracle Communications

Open to all attendees.

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## MSP 501 Update

**3:10pm - 3:30pm**  
MSP 501 Updates  
Location: Sands Expo, Level 2, Hall C-D

The MSP 501 game changed in 2019, and it showed in a final rankings unlike any we've ever seen before. Applications for the 2020 list open March 1, and Channel Partners updated the judgement methodology for the MSP 501 rankings to reflect current trends in the industry. Like investors and buyers, we’re looking at operational efficiency, searching for proof of scale, and making room for new partner types while still focusing on the managed services market. Want the inside scoop on what makes a 501er in 2020? Join MSP 501 editor Allison Francis as she walk attendees through what we're looking for and how partners can get there.

Speakers: Allison Francis - Editor, Channel Partners  
Kris Blackmon - Senior Content Director, Channel Trends, Channel Partners / Channel Futures

Open to all attendees.

---

## Welcome Reception in the Expo Hall sponsored by AT&T

**4:00pm - 7:00pm**  
Networking  
Location: Sands Expo, Level 2, Hall C-D

Open to all attendees and exhibitors.
Go Inside the Channel Partners Thunderdome: UCaaS
4:00pm - 4:50pm
Thunderdome
Location: Sands Expo, Level 2, Titian 2301B

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.

WHY ATTEND? UCaaS systems that bring all of a customer’s communication channels onto a single platform are productivity game-changers. And there are a lot of options. In this popular Thunderdome you can explore which supplier best gathers voice, instant messaging, video conferencing, contact centers and UC-connected apps and then allows access from any device — in a way tailored to your customer base and business model.

You will hear from the following suppliers during this session:

Jason Byrne, SVP of Products and Marketing, netsapiens
Forrest Knueppel, National Partner Manager, Master Agents, Fuze
Jim McGarry, Regional Channel Sales Vice President, Mitel

Open to all attendees.

Participants
Ringmaster: Bryan Reynolds - Director, Sales Operations, TBI

Debate 2020: To MSSP or Not to MSSP?
4:25pm - 4:55pm
Channel Partners Theater
Location: Sands Expo, Level 2, Hall C-D, Booth 457

In recent years, as cybersecurity disasters continue to break companies and dominate the headlines, we’ve heard vendors, consultants and analysts shouting about the need for MSPs to evolve to MSSPs. But is that actually a wise idea? Can partners with a focus on IT infrastructure adequately build out a managed security practice? In this high-energy debate, we’ll hear arguments from both sides. Which stance will win the day? That’s all up to the audience.

Open to all attendees & exhibitors.

Participants
Moderator: Mike LaPeters - Vice President of Worldwide MSP & Channel Operations, Malwarebytes
Team Yes: Jason Duchnowski - Channel Chief, Otava
Team Yes: Jason Ingalls - CEO, Ingalls Information Security
Team No: Scott Barlow - Vice President of Global MSP, Sophos
Team No: Christopher Rajiah - SVP, Global Alliances & Partnerships, Alert Logic

Debate 2020: The Future of Distribution
4:55pm - 5:20pm
Channel Partners Theater
Location: Sands Expo, Level 2, Hall C-D, Booth 457

Has the age of the traditional distribution channel passed on? With Amazon Business knocking on the door offering MSP buying programs and business options, are SMBs moving away from these disties and master agents? Disties are transforming to handle 175,000 software companies, 800,000 emerging tech firms, countless IoT solutions and potentially millions of tech services companies. Can they scale to handle these permutations? In this can’t-miss debate, executives from the traditional and emerging distribution channel will face off on the question “Is traditional distribution becoming irrelevant?” Which argument will emerge triumphant? That’s all up to the audience.

Open to all attendees and exhibitors.

Participants
Moderator: Dave Sobel - Host at “The Business of Tech” podcast & co-host, “Killing IT” Podcast
Team Yes: Vince Bradley - GM, Communication Services & VP, Corporate Development, AppSmart
Team Yes: Ted Schuman - Founder & CEO, PlanetOne
Team No: Karin Fields - CEO/COO, Microcorp
Team No: Heather Murray - Vice President, Vendor Management, Security Solutions, Tech Data

Xposure IDC Panel: Building Your Brand
5:00pm - 6:30pm
Xposure Inclusion and Diversity Meetup
Location: Lagasse’s Stadium Veranda

Come Join Xposure’s Panel Discussion on Building Your Brand!

Moderator: Brandon Knight, VP Telarus
Health & Wellness Panelist: Bana Q, MA - Sr. Director - Avant
Building an Agency Panelist: Brandy Smith, Sr. Regional CM - Granite
Professional Development Panelist: Christine Sanni, Sr. CM - Intelsys
X-celerate Your Growth Panelist: Reggie Scales, SVP - Vonage

Join this dynamic panel as we give you the tools to build your brand with balance, knowledge, and grace!

MSP 501 Update
5:20pm - 5:30pm
MSP 501 Updates
Location: Sands Expo, Level 2, Hall C-D

The MSP 501 game changed in 2019, and it showed in a final rankings unlike any we’ve ever seen before. Applications for the 2020 list open March 1, and Channel Partners updated the judgement methodology for the MSP 501 rankings to reflect current trends in the industry. Like investors and buyers, we’re looking at operational efficiency, searching for proof of scale, and making room for new partner types while still focusing on the managed services market. Want the inside scoop on what makes a 501er in 2020? Join MSP 501 editor Allison Francis as she walks attendees through what we’re looking for and how partners can get there.

Participants
Allison Francis - Editor, Channel Partners
Kris Blackmon - Senior Content Director, Channel Trends, Channel Partners / Channel Futures
Channel Chat – Social Selling Gets Real
5:45pm - 6:10pm
Channel Partners Theater

Social selling. You've certainly heard of it – but are you entirely sure what it means? Is it the same thing as social media marketing? Nope. Is it social media advertising? No, that's entirely different.

Social selling enables salespeople to target prospects, establish rapport and, in most instances, even allows them to ditch the completely dreaded practice of cold calling. If you haven't incorporated social selling into your funnel, you're likely losing business to more social-savvy sellers. But that's going to change once you've attended this session. You will learn how to:

• Show up to win
• Listen for #leads
• Provide value to gain #prospects
• Start building your #funnel

All attendees who participate in the session will receive an e-guide to social selling that includes a free remote 30-minute consultation with social selling guru Ashlyn Szilva and Vlad Krause (to take place post conference). Arrive early!

Open to all exhibitors and attendees.

Participants
Speaker: Vladimir Krause - Co-Director of Social Media, JS Group
Speaker: Ashlyn Szilva - Director of Research and Digital, JS Group

How Women in the Channel Can Rise to the Top
6:10pm - 6:35pm
Channel Partners Theater

We all know the tech and telco industries need to make a better effort to bring women into the industry and create an environment that makes them want to stay. But for women of all generations looking to rise in the ranks to become powerhouses, advice is sometimes difficult to find. We've put together a panel of some of the strongest and most successful women in the channel to talk about how they got where they are and what tools women—and men—can use to climb the lattice of success.

Open to all attendees and exhibitors.

Participants
Moderator: Marie Rourke - Founder and Chief Channel Strategist, WhiteFox Marketing Inc.
Panelist: Amy Bailey - Vice President of Marketing, Telarus
Panelist: Tiffani Bova - Global Customer Growth and Innovation Evangelist, Salesforce
Panelist: Tina Gravel - SVP, Appgate
Panelist: Jo Peterson - VP, Cloud & Security, Clarify360

Excellence in Digital Services & Channel Influencer Networking Awards Reception
6:00pm - 7:30pm
Excellence in Digital Services & Channel Influencer Networking Awards Reception

Location: TAO Opium Room

Cap off your first day at Channel Partners with a reception honoring our Excellence in Digital Services Awards recipients and our 2020 Channel Influencers. We'll gather to honor our class of 2020 channel movers and shakers and hear about some of the great services your peers have provided to their clients. The rest of the time is yours to network, have some drinks and food, and enjoy the upbeat atmosphere.

Open to partner attendees. Separate registration is required.

Pitching the Media: How Partners Can Earn More Coverage
6:35pm - 7:00pm
Channel Partners Theater

Never pitched the media before? Want to know how to earn more coverage in IT channel trade publications? Why not find out from the journalists themselves? Grab a drink and sit in on this session to learn more about what reporters in the channel are looking for, how they like to be pitched and what you can do to increase media exposure.

Open to all attendees and exhibitors.

Participants
CJ Arlotta - Managing Member, CJ Media Solutions
Kris Blackmon - Senior Content Director, Channel Trends, Channel Partners / Channel Futures
Allison Francis - Editor, Channel Partners
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SCHEDULE
TUESDAY, MARCH 10 - 10/03/2020

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8:30 a.m. - Channel Update
8:40 a.m. - Partnering to Win: Developments
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9:00AM - FEATURE FORWARD with 5G sponsored by AT&T

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800-974-9786  tmt.knect365.com/channel-partners-conference-expo/  channelpartners@experient-inc.com
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<td>10:25a.m. - Agents Can Sell Managed Services. Here's How.</td>
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<td>10:25a.m. - Stairway to Security Revenue - A Step-by-Step Guide to Building a</td>
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<td>10:25a.m. - Using SD-WAN to Upsell</td>
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**CHANNEL PARTNERS CONFERENCE & EXPO**

March 9-12, 2020
The Venetian & Sands Expo
Las Vegas

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tmt.knect365.com/channel-partners-conference-expo/
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**Schedule Details:**
- **Channel Partners Conference & Expo**
- **March 9-12, 2020**
- **The Venetian & Sands Expo**
- **Las Vegas**

**Contact Information:**
- **Phone:** 800-974-9786
- **Website:** tmt.knect365.com/channel-partners-conference-expo/
- **Email:** channelpartners@experient-inc.com
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<th>CHANNEL PARTNERS CONFERENCE &amp; EXPO</th>
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<tbody>
<tr>
<td>March 9-12, 2020</td>
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<tr>
<td>The Venetian &amp; Sands Expo</td>
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<th>TRIBUTE TO LIVING CHANNEL PARTNERS</th>
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<td>Tackle the Changing Ecosystem Economy with CertaintySM, Capa-</td>
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800-974-9786

tmt.knect365.com/channel-partners-conference-expo/

channelpartners@experient-inc.com
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SCHEDULE
TUESDAY, MARCH 10 - 10/03/2020

Channel Partners Conference & Expo
March 9-12, 2020
The Venetian & Sands Expo
Las Vegas

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<tr>
<td>2:00PM</td>
<td>YOU ARE LEAVING LOTS OF MONEY ON THE TABLE: UNCOVERING CLOUD REV-</td>
<td>2:10P.M. - HOW SECURITY AND COMPLIANCE COULD SAVE YOUR CLIENT AND YOU</td>
<td>2:10P.M. - IoT: THE PROMISE, THE PITFALLS, AND HOW PARTNERS CAN HELP</td>
<td>2:10P.M. - VIP SESSION: HOW DO YOU MOVE THE NEEDLE AS A TRUSTED ADVISOR IN 2020?</td>
<td>2:30P.M. - VIP SESSION: CHANGING THE STATUS QUO: OPPORTUNITIES IN A NEW DIGITAL DECADE</td>
<td>2:00P.M. - VIP SESSION: CHANGING THE STATUS QUO: OPPORTUNITIES IN A NEW DIGITAL DECADE</td>
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<td>2:55p m - Selling Security Doesn't Have to Be Scary</td>
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schedule

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<td>3:00PM</td>
<td>3:00 PM - Coffee with Craig &amp; Kevin 3:10 PM - Whose CaaS Is It Anyway?</td>
<td>3:00 PM - Expo Hall Open</td>
<td>3:10 PM - MSP 501 Update</td>
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<td>5:20p.m - Millennial Chat - Social Selling Gets Real</td>
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**Channel Partners Conference & Expo**  
March 9-12, 2020  
The Venetian & Sands Expo  
Las Vegas
SECTIONS
WEDNESDAY, MARCH 11 - 11/03/2020

Channel Partners Conference & Expo
March 9-12, 2020
The Venetian & Sands Expo
Las Vegas

Star2Star Meeting Center - Room: Veronese 2504
8:00am - 7:00pm
Star2Star Meeting Center

Join Us At The Star2Star Lounge!

Come decompress from the busy days at Channel Partners in Star2Star's Lounge. Enjoy complimentary refreshments while you watch our live presentation and learn how we treat all of our Partners like VIPs. Plus, you could win an all-expenses-paid 3 day/2 night trip for two to the beautiful Sarasota, FL! Book now for your chance to win!

The Star2Star Lounge is open from 8am to 7pm on Tuesday, March 10 and Wednesday, March 11 in Veronese 2504.

Request to meet with Star2Star at #CPExpo >>
Open to all attendees.

Mitel Experience Center – Room Titian 2204
8:00am - 6:00pm
Mitel Experience Center


Come by the Mitel Experience Center in Titian 2204 to see live demos of our flagship UCaaS solutions MiCloud Connect and Connect CX. Have specific questions on how Mitel can help your business? Come speak with our Mitel team as they walk you through our complete MiCloud Connect portfolio, highlight key differentiators, new partner programs and SPIFFs, all while enjoying some great refreshments.

All of Mitel’s Top 10 Master Agents grew by a combined 300% year over year. Mitel’s Top 10 Subagents’ in 2019 grew over 700%. Find out why! Set up a meeting with us today or simply stop by and speak to any of the Mitel staff on-site. Join us in the Experience Center to see how easy partnering with Mitel is.

Schedule a meeting online at: https://mitelcplv2020.youcanbook.me

Open to all attendees.

What Partners Really Want Channel Chiefs to Know
8:40am - 8:55am
Keynote Programming

Location: Sands Expo, Level 2, Venetian Ballroom H-J

Ever wanted to tell a channel chief exactly what you think of their program? From incentive programs to sales enablement to integrated bundles, vendor channel programs run the gamut. Some legacy programs that go back for ages seem to be having difficulty adjusting to the 2020 channel, while others are so innovative partners sometimes have a hard time adjusting their playbooks. If you’ve ever wanted to sound off to a channel executive about inefficiencies in their programs, now’s your chance. Join Michelle Hyde, President and Founder of Hyde Group, as she leads a Q&A with the audience and channel execs.

Open to all attendees.

Participants
Moderator: Michelle Hyde - President & Founder, Hyde Group

Fastball: Connect. Transform. Together. presented by Mitel
8:55am - 9:05am
Keynote Programming

Location: Sands Expo, Level 2, Venetian Ballroom H-J

With 45 years of experience, Mitel is trusted by 70 million businesses in over 100 countries. Our unwavering commitment to customers and channel partners is constant. We will continue to lead market transformation in cloud solutions in a “Partner First” approach. Come learn how Mitel puts you first, always.

Speaker: Jennifer Orr – VP, Master Agents, Mitel

Open to all attendees.

Adapt or Die: Evolving in the Modern Channel
9:15am - 9:40am
Keynote Programming

Location: Sands Expo, Level 2, Venetian Ballroom H-J

The industry is changing, and at a pace that continues to accelerate. In a cloud-centric world, how are you staying ahead of the changing landscape and modernizing the buying experience for your clients? If you’re not modernizing your business, you’re losing your relevance. In this session, we will help you understand the technology trends driving the change, how to optimize your business with cloud, navigate the Microsoft ecosystem and capitalize on lucrative opportunities.

Join us as we help you re-imagine your business for the modern channel.

Open to all attendees.

Participants
Speaker: Nick Heddy - Chief Revenue Officer, Pax8
Speaker: Andrew Pryfogle - Chief Market Development Officer, Pax8

Fastball: VMware SD-WAN Enables the Cloud as Your Network presented by VMware
9:40am - 9:50am
Keynote Programming

Location: Sands Expo, Level 2, Venetian Ballroom H-J

SD-WAN has emerged as the enabler for branch modernization and WAN transformation. VMware SD-WAN by VeloCloud is an industry-leading WAN edge services platform for optimal, reliable, secure and automated access to traditional and new applications.

Speaker: Cliff Lane, Principal Systems Engineer, VMware

Open to all attendees.

Breakfast & Networking sponsored by Pax8
8:20am - 8:40am
Keynote Programming

Location: Sands Expo, Level 2, Venetian Ballroom H-J

Open to all attendees.

Registration sponsored by Fuze
8:30am - 6:00pm
Registration

Location: Sands Expo, Level 2, Hall C
Deconstruction of an Influencer's Journey
9:50am - 10:15am
Keynote Programming
Location: Sands Expo, Level 2, Venetian Ballroom H-J
Connecting with and engaging influencers should be an important part of your networking strategy. Of course, connecting with Oprah Winfrey may be a long shot, but many others may be within your reach. Join John DeLozier as he leads a diverse panel of influencers as they discuss impactful moments in their lives and how those moments shaped their careers, as well as offer tips on engaging with influencers.
Open to all attendees.
Participants
Moderator: John DeLozier - Senior Vice President & Global Channel Chief, 8x8
Panelist: Tiffani Bova - Global Customer Growth and Innovation Evangelist, Salesforce
Panelist: Janet Schijns - CEO, JS Group
Panelist: Rob Shanahan - Photographer & Keynote Speaker, Rob Shanahan Photography

The Fine Print Matters: Why Partners Need to Craft Their Contracts to Avoid Being Burned
10:25am - 11:05am
Business Best Practices Conference Track
Location: Sands Expo, Level 2, Titian 2301B
At one time or another, most partners learn the hard way about ignoring the importance of contracts. Do you have precautions in place to avoid being circumvented by a competitor? How about true evergreen protection? When you aren't clear on the fine print, you risk running into situations that can severely impact your business. In this session, Ben Bronston of Bronston Legal PC will lead a panel of partners who have learned the hard way about the importance of a well-crafted contract.
All Access pass or Conference & Expo pass required to attend this session.
Participants
Speaker: Ben Bronston - Principal, Ben Bronston - Telecom/IT/Cloud Lawyer
Panelist: Greg Praske - CEO, ARG
Panelist: Ted Schuman - Founder & CEO, PlanetOne
Panelist: Chris Surdenik - CEO, Call One

What the Heck Is a Threat Landscape?
10:25am - 11:05am
Security Conference Track
Location: Sands Expo, Level 2, Titian 2303
It's clear that cybersecurity has become an imperative for channel partners' offerings, but it's evolving so quickly that it can be difficult for technology service providers' knowledge base to keep up. Sometimes we need to go back to basics, especially in a sector that's constantly changing. In this session, Janet Lawless of the Center for Threat Intelligence offers a primer on what "threat landscape" means in a 2020 context. She'll walk attendees through what to pay attention to, what threats partners absolutely must address with their customers and — most importantly — exactly how to approach modernizing cybersecurity strategies in today's technology channel.
All Access pass or Conference & Expo pass required to attend this session.
Participants
Speaker: Janet Lawless - CEO and Founder, Center for Threat Intelligence

How to Get in Early on the CPaaS Opportunity
10:25am - 11:05am
Technology Conference Track
Location: Sands Expo, Level 2, Titian 2306
It's the hottest new trend in the channel, and we're sure to hear more of it in 2020. But what exactly is it, who is it right for and how do partners take advantage so they can be on the leading edge of this tech? Join Jon Arnold of J Arnold & Associates as he leads a panel of partners who will share how they've used CPaaS to increase customer stickiness and help attendees lay out a plan of action for jumping on the trend.
All Access pass or Conference & Expo pass required to attend this session.
Participants
Speaker: Jon Arnold - Principal, J Arnold & Associates
Panelist: Eric Hernaez - President, SkySwitch
Panelist: Ari Rabban - CEO & Co-Founder, Phone.com
Panelist: Steve Smith - CEO, Fonative, Inc.

VIP Session with Telarus: Survivor: Emerging Technology Edition
10:30am - 12:00pm
VIP Session with Telarus
Location: Sands Expo, Level 2, Veronese 2403
Come watch as contestants engage in a battle of wits to see who has the most knowledge of emerging technology. Don't miss out on your chance to vote people off the island and win prizes at the same time. Joined by suppliers Thrive, CoreSite, SmartAction, INAP, NICE inContact and 8x8, Roger Blohm and the Telarus Business Development Team will participate in this life-changing game.
Separate registration required.

VIP Session: Oracle SD-WAN and Microsoft: Collaborating to Accelerate Your Business with Oracle
10:30am - 11:30am
VIP Session with Oracle
Location: Sands Expo, Level 2, Veronese 2406
Oracle Communications is a channel-led organization that is committed to investing in its partners. Learn how our customer-focused, cloud-first partner strategy is designed to enable your success and maximize your revenue growth.
In this session, we will highlight Oracle SD-WAN differentiation:
• Application fluent
• Fail-safe network automation
• Multi-cloud access
• Security
The session will include customer deployments and partner models for success. Microsoft will join us on stage to discuss how to leverage the Oracle and Microsoft partnership.
Speakers: Gary Levy, Vice President Worldwide Alliances and Channels, Oracle Communications, George Just, Vice President Worldwide SD-WAN Sales for Oracle Communications
Separate registration required.
Recruiting the “Right” Talent
11:10am - 11:50am
Business Best Practices Conference Track
Location: Sands Expo, Level 2, Titian 2301B

Learn the value of identifying and proactively recruiting the specific talent that allows you to separate your organization from your competition. Many organizations struggle with growing pains, especially with unemployment rates at today's historic lows. Join James Bier, Co-Founder & Chief Channel Development Officer at VAR Staffing, as he leads a small handful of channel leaders in an open roundtable discussion about best practices to attract top talent. Bier will pepper this panel of channel-focused experts and progressive leaders to get insights, tips and the tricks they've used along the way to obtain talent in today's marketplace. Some of the topics up for discussion will include: Attracting Candidates With The Right Message, Interviewing (Techniques, Assessments, How Many Interviews Are Necessary, When/How Do You Make The Right Offer), Employee Retention (Work/Life Balance, Perks & Spiffs, Roadmap for Growth), as well as any other additional topics up for discussion.

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

Participants
Speaker: James Bier - Co-Founder & Chief Channel Development Officer, VAR Staffing
Panelist: Sam Chawkat - COO, Dynamic Network Solutions
Panelist: Troy Gelsky - Director of Client Services, VAR Staffing
Panelist: James Laszko - CTO, Mythos Technology Inc

RMM Vulnerabilities That Are Devastating Service Providers
11:10am - 11:50am
Security Conference Track
Location: Sands Expo, Level 2, Titian 2303

If you've read the headlines lately, you'll know that hackers have a new target: channel partners. Why? Because once they gain access to a service provider's systems, they've hit the mother lode because they've also gained access to all of the partner's customers. The repercussions of this can cripple an MSP's business—or even shut it down entirely. The most frustrating part is that with some simple extra security steps from both partners and vendors, these situations can be completely avoided. Join Jason Ingalls of the MSSP Ingalls Information Security as he outlines exactly what the weak spots are and how to protect yourself—and your clients—against them.

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

Participants
Moderator: Jason Ingalls - CEO, Ingalls Information Security
Panelist: Chris Noles - President, Beyond Computer Solutions
Panelist: Dave Sobel - Host at “The Business of Tech” podcast & co-host, “Killing IT” Podcast
Panelist: James Wroten - Founder, Need Computer Help

AI-Enabled Analytics: Driving Better Customer Connections in the Contact Center
11:10am - 11:50am
Technology Conference Track
Location: Sands Expo, Level 2, Titian 2306

Breakthroughs in artificial intelligence, machine learning and natural language processing are helping to drive more personal, emotive customer connections within the contact center. Drawing on multiple data sources, today's contact center can handle interactions via automated channels where possible and, when a human touch is needed, escalate to provide in-call support. AI can make communication more personal and efficient, creating a memorable customer experience.

In this session, Jonathan Nelson, director, solutions engineer at Vonage, will lead a panel discussion on how enterprises can leverage communications APIs to unlock simple, secure and flexible solutions to deploy AI in their contact centers. The panel will focus on how to leverage these emerging technologies to address the unique pain points and challenges their customers face. More importantly, they will discuss how to find the right balance between seamless, intelligent self-service and efficient human intervention using integrated AI-driven communications.

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

Participants
Moderator: Jonathan Nelson - Director of Solutions Engineering, Vonage
Panelist: Gerry Davis - Director of Solutions Engineering, InteliSys
Panelist: Josh Lupresto - VP Sales Engineering, Telarus
Panelist: Brent Wilford - Director of Cloud Engineering - West, AVANT

Lunch & Networking sponsored by Verizon
11:40am - 12:00pm
Keynote Programming
Location: Sands Expo, Level 2, Venetian Ballroom H-J
Open to all attendees.
The World in 2030

12:00pm - 12:35pm

Keynote Programming

Location: Sands Expo, Level 2, Venetian Ballroom H-J

How might the future unfold? Mike Walsh, futurist speaker, encourages us to imagine what it might be like in 2030 and how people, including our customers, will evolve their attitudes and behaviors.

Open to all attendees.

Participants

Speaker: Mike Walsh - CEO, Tomorrow

BCM One Technology Lounge - Room: Titian 2203

12:00pm - 4:00pm

BCM One Technology Lounge

Location: The Venetian & Sands Expo, Level 2, Titian 2203

Come for a Drink, Stay for the Partnership

Stop by the BCM One Technology Lounge - Room: Titian 2203. Enjoy a drink and appetizers. Discover why agents and VARS are loyal partners with BCM One.

BCM One has a unique hybrid business model – master agency and managed solutions provider. As a channel partner you get the best of both worlds – an array of select technology suppliers to integrate into client deals and our own managed solutions resulting in revenue protection and overall more control of your client solutions. All built on our highly reputable 27+ years in the business. Schedule a meeting at marketing@bcmone.com.

Open to all attendees.

Making Ethics Pay in a World of Distrust and Big Tech

12:35pm - 12:45pm

Keynote Programming

Location: Sands Expo, Level 2, Venetian Ballroom H-J

The technology world is changing fast, but the public’s trust is changing even faster. Big tech is squandering trust at every level, and society is pushing back against technology companies. How do you navigate this? How do you impact customer perceptions in a world where trust is eroding? Can ethics give us a competitive edge? Find out in this keynote from Dave Sobel, former MSP and channel chief and now commentator on how to make distrust and big tech change the conversation with your customers.

Open to all attendees.

Participants

Dave Sobel - Host at "The Business of Tech" podcast & co-host, "Killing IT" Podcast

Fastball: Finally! An Accurate Multisite Serviceability, Quote & Contract Tool presented by Cablefinder.net

12:45pm - 12:55pm

Keynote Programming

Location: Sands Expo, Level 2, Venetian Ballroom H-J

SD-WAN and cloud applications have created the ever-increasing need for diverse bandwidth. Cablefinder.net was created to help partners easily qualify, quote and contract single-site to 1,000+ site fiber and cox-based opportunities. Cablefinder.net locates the correct M50, price and will even DocuSign a contract to your customer.

Speaker: Jed Kenzy, Managing Partner Innovative Business Solutions, Cablefinder.net

Open to all attendees.

Fastball: The Technology Marketplace Revolution presented by AppSmart

12:55pm - 1:05pm

Keynote Programming

Location: Sands Expo, Level 2, Venetian Ballroom H-J

AppSmart is the world’s largest B2B marketplace for selling technology recurring services and is engineered to support the modern technology adviser. In addition to leading the channel as one of the largest master agents in the U.S., AppSmart is the only B2B marketplace empowering channel technology advisers to sell, migrate and support over 100 industry-leading SaaS brands and over 400 applications including Microsoft, Google, Adobe, IBM and VMWare.

Speakers:

• Vince Bradley, GM, Communication Services / VP, Corporate Development, AppSmart
• Van Murray, VP, Service Delivery & Commerce Operations, AppSmart
• Tim Basa, VP of Sales & Operations, AppSmart

Open to all attendees.

Experiential Selling: The Newest Ways Partners Upsell and Outsell

1:05pm - 1:50pm

Keynote Programming

Location: Sands Expo, Level 2, Venetian Ballroom H-J

People love to buy, but they hate to be sold. Customers everywhere seek to buy an experience in everything. Learn how to match your service to the ideal customer experience. Turn deal-loyal strangers into brand-loyal customers. Discover the power of selling with a purpose to upsell existing customers and outsell the newest collaborators.

Watch this video to get pumped for Will’s keynote as he gives you a taste of what he’ll cover. Hint: he suggests the secret to success is not about out-competing, it’s about out-collaborating.

Open to all attendees.

Participants

Speaker: Will Harris - Sales Consultant, Motivational Teacher & Humanitarian, Willpower Consultation

Expo Hall Open

2:00pm - 6:00pm

Expo Hall

Location: Sands Expo, Level 2, Hall C-D

Open to all attendees and exhibitors.

Coffee with Craig & Kevin

2:00pm - 2:10pm

Channel Partners Theater

Location: Sands Expo, Level 2, Hall C-D, Booth 457

Open to all attendees and exhibitors.

Participants

Craig Galbraith - Executive Editor, Channel Partners / Channel Futures
Kevin Morris - Director, Business Development, Channel Partners

Pub Crawl in the Expo Hall

2:00pm - 6:00pm

Networking

Location: Sands Expo, Level 2, Hall C-D

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 and exhibitors.

Channel Partners Conference & Expo

March 9-12, 2020

The Venetian & Sands Expo

Las Vegas

tmt.knect365.com/channel-partners-conference-expo/
channelpartners@experient-inc.com

800-974-9786
Go Inside the Channel Partners Thunderdome: SD-WAN
2:00pm - 2:50pm
Thunderdome
Location: Sands Expo, Level 2, Titian 2301B

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:

Adam Burke, VP of Sales and Partner Programs, Quest Technology Management

Matt Douglass, Sr. Director of Engineering, CBTS

George Just, Vice President Worldwide SD-WAN Sales, Oracle Communications

Olen Scott, Senior Vice President of Worldwide Channels, Aryaka

Ryan Williams, Senior Director of North American Channel Sales, Cloudgenix

Open to all attendees and exhibitors.

Participants
Ringmaster: Bryan Reynolds - Director, Sales Operations, TBI

Partner Breakout Session: Why Is Increasing Channel Revenue So Difficult? presented by ChannelAssist
2:00pm - 2:50pm
ChannelAssist Partner Breakout Session
Location: Sands Expo, Level 2, Titian 2306

Engaging the channel is different than motivating your own workforce. For the best results, you need to inspire your channel partners to sell your products and services over and above those of your competitors – who will also be clamoring for attention. Your priority needs to be ensuring they are incentivized to concentrate on your offerings and equipped to provide a best-practice service when it comes to selling them.

Join Richard Stevens, president of ChannelAssist, as he speaks to the challenges all channel sales organizations face and possible ways to address them.

Reserve your seat! All attendees will be eligible to win a $500 Venetian Casino Chip!!

http://info.channelassist.com/why-is-increasing-channel-revenue-so-difficult

*This form is hosted by ChannelAssist. The information you share will go directly to the sponsor.

Speaker: Richard Stevens, President, ChannelAssist

Shark Stage: Who Will Win a Place on a Line Card?
2:10pm - 3:25pm
Channel Partners Theater
Location: Sands Expo, Level 2, Hall C-D, Booth 457

More and more often, we see innovative startups realizing they need the channel to scale and partners developing separate business units around their own IP. What’s the easiest way to build a channel? Leveraging a master agent or distributor, that’s how. We’ve collected a stack of applications from organizations hoping to earn a spot on the line card by pitching their mission and answering targeted questions from a panel of agent and disty executives. Moderated by the dynamic Janet Schijns, the Shark Stage gives companies vying for the support of these powerful organizations a chance to show what they’re made of and prove they have what it takes to excel in the channel. Join us for this don’t-miss event to see which ideas reign supreme.

Is your business looking to launch an indirect sales channel? Apply to take the stage at CPExpo for the chance to win a place on a top master agent or distributor’s line card. SUBMIT HERE >>

Partner Breakout Session: Demystifying Microsoft Azure for MSPs: How to Build a Successful Cloud Practice in Microsoft Azure presented by Nerdi
3:00pm - 3:50pm
Nerdi Partner Breakout Session
Location: Sands Expo, Level 2, Titian 2303

Do you know it's time to move your MSP practice to the public cloud with Microsoft Azure but don't know how to do it? Nerdi's deployment, pricing, management and optimization product is the definitive Azure solution for MSPs. In this session, Nerdi will show you how to build a successful MSP practice in Microsoft Azure. They have helped thousands of MSPs build profitable Azure practices and look forward to showing you how to as well!

Speaker: Joseph Landes, Chief Revenue Officer at Nerdi
Open to all attendees.

Partner Breakout Session: Double Your Revenue, Triple Your Profit! presented by Compliancy Group
3:00pm - 3:50pm
Compliancy Group Partner Breakout Session
Location: Sands Expo, Level 2, Titian 2306

Double your revenue and triple your profit. Use HIPAA compliance-as-a-service to differentiate your business, create new revenue streams and justify your advanced services. Gain access to the health care industry, the fastest-growing sector, which represents 26% of the U.S. economy. In this session, we will teach you how to realize they need the channel to scale and partners developing separate business units around their own IP? What’s the easiest way to build a channel? Leveraging a master agent or distributor, that's how. We've collected a stack of applications from organizations hoping to earn a spot on the line card by pitching their mission and answering targeted questions from a panel of agent and disty executives. Moderated by the dynamic Janet Schijns, the Shark Stage gives companies vying for the support of these powerful organizations a chance to show what they're made of and prove they have what it takes to excel in the channel. Join us for this don't-miss event to see which ideas reign supreme.

Is your business looking to launch an indirect sales channel? Apply to take the stage at CPExpo for the chance to win a place on a top master agent or distributor's line card. SUBMIT HERE >>

Watch the first ever Shark Stage at Channel Partners Evolution 2019 >>

Participates
Moderator: Janet Schijns - CEO, JS Group

Shark: Tim Basa - VP of Sales & Operations, AppSmart

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

Shark: Heather Murray - Vice President, Vendor Management, Security Solutions, Tech Data

Shark: Richard Murray - Chief Operating Officer, Telarus

Shark: Geoffrey Shepstone - President, TBI

Shark: Mike Wolflington - Director of Sales, Intelsys
### Partner Breakout Session: Incident Response Preppers: Help Your Clients Create a Survival Plan presented by Quest Technology Management

**3:00pm - 3:50pm**  
Quest Technology Management Partner Breakout Session  

**Location:** Sands Expo, Level 2, Titian 2301B  

Are your clients positioned to survive a major security incident? Even adept security infrastructure cannot prevent all intrusions. When security incidents occur, organizations need an effective way to respond. It’s critical to quickly recognize, analyze and respond to an incident to minimize damage and decrease recovery costs.

Quest’s Incident Response Team takes quick, effective and orderly action. Learn how to address:

- Ransomware  
- Social engineering attacks  
- Phishing attacks  
- Malware  
- Fraudulent transfer of funds  
- Loss of service

Proactive DRaaS solutions such as Veeam Cloud Connect can be part of a comprehensive availability strategy with secure hosted off-site backups, end-to-end encryption, fast, flexible failover all with complete visibility and control.

**Speaker:** Adam Burke, VP of Sales and Partner Programs, Quest Technology Management  

**RSVP here**  

**Open to all attendees.**

### New Exhibitors News Desk

**3:20pm - 4:20pm**  
Channel Chats  

**Location:** Sands Expo, Level 2, Hall C-D, Channel Chats Area  

**Open to all attendees and exhibitors.**

### Fifth Annual Cloud Girls Rising: Women to Watch Awards

**3:25pm - 3:45pm**  
Channel Partners Theater  

**Location:** Sands Expo, Level 2, Hall C-D, Booth 457  

Cloud Girls, along with the Alliance of Channel Women, will honor women in the service provider, cloud provider and channel community who have shown leadership and innovation in the emerging cloud space in 2019.

**Winners** will be names in two categories:

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

**Open to all attendees and exhibitors.**

**Participants**  

**Presenter:** Tina Gravel - SVP, Appgate

### MSP 501 Update

**3:30pm - 3:40pm**  
MSP 501 Updates  

**Location:** Sands Expo, Level 2, Hall C-D  

The MSP 501 game changed in 2019, and it showed in a final rankings unlike any we’ve ever seen before. Applications for the 2020 list open March 1, and Channel Partners updated the judgement methodology for the MSP 501 rankings to reflect current trends in the industry. Like investors and buyers, we’re looking at operational efficiency; searching for proof of scale, and making room for new partner types while still focusing on the managed services market. Want the inside scoop on what makes a 501er in 2020? Join MSP 501 editor Allison Francis as she walk attendees through what we’re looking for and how partners can get there.

**Participants**  

**Allison Francis** - Editor, Channel Partners  

**Kris Blackmon** - Senior Content Director, Channel Trends, Channel Partners / Channel Futures

### Partner Breakout Session: The Power in Cyber Resilience presented by Webroot

**4:00pm - 4:50pm**  
Webroot Partner Breakout Session  

**Location:** Sands Expo, Level 2, Titian 2301B  

Cyber threats shift constantly, and businesses can never be certain when or how they’ll be targeted. “Cyber Resilience” can be thought of as digital fitness; it’s the ability to remain up and running regardless of what attacks come your way. Learn about the changing threat landscape and what Webroot is doing to ensure our partners and customers remain on their feet— no matter what.

**RSVP here**  

**Speaker:** Cameron Stone, MSP Channel Account Manager, Webroot

### Remaking the Channel: 6 Buyer Trends Changing How We Partner

**4:10pm - 4:35pm**  
Channel Partners Theater  

**Location:** Sands Expo, Level 2, Hall C-D, Booth 457  

In 2020 and beyond, demonstrating the value of the channel will require the embrace of new partner types, unique engagement models and evolving metrics of what it means to be successful in partnerships. Who buys, how they decide and where they transact are all vital forces impacting the evolution of the partner channel.

Backed by data from 100+ top vendors, 240+ solution providers and a new State of Partnering study, PartnerPath CEO Diane Krakora will break down some of the most interesting and critical data points demonstrating changes in how we partner. Understand the implications for channel partners and actions for technology vendors in order to remake your channel partnerships and not be left behind.

**Open to all attendees and exhibitors.**

**Participants**  

**Speaker:** Diane Krakora - Founder & CEO, PartnerPath

### Channel Chats

**4:20pm - 5:10pm**  
Channel Chats

**Schedule**  

- 4:20-4:30 p.m. Interview with Masergy  
- 4:30-4:40 p.m. Open  
- 4:40-4:50 p.m. Open  
- 4:50-5 p.m. Held for Speaker Referral Program  
- 5-5:10 p.m. Interview with Allstream
MSP 501 Update
4:30pm - 4:40pm
MSP 501 Updates
Location: Sands Expo, Level 2, Hall C-D

The MSP 501 game changed in 2019, and it showed in a final rankings unlike any we've ever seen before. Applications for the 2020 list open March 1, and Channel Partners updated the judgement methodology for the MSP 501 rankings to reflect current trends in the industry. Like investors and buyers, we're looking at operational efficiency, searching for proof of scale, and making room for new partner types while still focusing on the managed services market. Want the inside scoop on what makes a 501er in 2020? Join MSP 501 editor Allison Francis as she walk attendees through what we're looking for and how partners can get there.

Participants
Allison Francis - Editor, Channel Partners
Kris Blackmon - Senior Content Director, Channel Trends, Channel Partners / Channel Futures

Sales Smackdown: Stand-Up Comedy Meets Super Sales Strategies
5:00pm - 5:25pm
Channel Partners Theater

Think Who's Line Is It Anyway? meets sales training seminars. Four highly-successful channel salespeople must act out a sales scenario on the spot. The topics? Whatever the audience throws at them. Along the way, attendees will learn how to overcome common objections, talk 'business outcomes' and fake a sale until you make a sale.

Open to all attendees and exhibitors.

Participants
Dave Dyson - Communications Visionary & Thought Leader, Eclipse Telecom
Isaiah Hogberg - Senior Director Channel Sales, AVANT
Michelle Hyde - President & Founder, Hyde Group
Michael Schmidtmann - Peer Group Facilitator and Business Coach, Trans4mers
Bob Coppedge - Owner, Simplex-IT

Channel Partners Awards Show
5:25pm - 5:50pm
Channel Partners Theater

Location: Sands Expo, Level 2, Hall C-D, Booth 457

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

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

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

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

Open to all attendees and exhibitors.

Passport Drawing Announcement & Conference Survey Announcement
5:50pm - 5:55pm
Channel Partners Theater

Location: Sands Expo, Level 2, Hall C-D, Booth 457

Open to all attendees and exhibitors.

Circle of Excellence Awards Dinner
6:30pm - 8:00pm
Networking

Location: Mercato Della Pescheria at The Venetian

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

By invitation only.
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<td>8:20a.m - Breakfast &amp; Networking sponsored by Pax8</td>
<td>8:00a.m - Mitel Experience Center - Room Titian 2204</td>
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**Channel Partners Conference & Expo**
March 9-12, 2020
The Venetian & Sands Expo
Las Vegas
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**Time:** 10:00AM

**BCM ONE TECHNOLOGY LOUNGE**

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**CHANNEL SSIST PARTNER Breakout Session**

**COMPLIANCE GROUP PARTNER Breakout Session**

**EXPO HALL**

**KEYNOTE PROGRAMMING**

**MSP 501 UPDATES**

**MITEL EXPERIENCE CENTER**

**NER-DIO PARTNER BreaKOUT SESSION**

**QUEST TECHNOLOGY MANAGEMENT PARTNER BREA KOUT SESSION**

**REGISTRATION**

**SECURITY CONFERENCE TRACK**

**STAR2 STAR MEETING CENTER**

**TECHNOLOGY CONFERENCE TRACK**

**VIP SESSION WITH ORACLE**

**VIP SESSION WITH TELARUS**

**WEB-ROOT PARTNER BREAKOUT SESSION**
<table>
<thead>
<tr>
<th>TIME</th>
<th>BCM ONE TECHNOLOGY LOUNGE</th>
<th>BUSINESS BEST PRACTICES CONFERENCE TRACK</th>
<th>CHANNEL PARTNERS THEATER</th>
<th>CHANNEL ASSIST PARTNER BREAKOUT SESSION</th>
<th>COMPILANCY GROUP PARTNER BREAKOUT SESSION</th>
<th>EXPO HALL</th>
<th>KEYNOTE PROGRAMMING</th>
<th>MSP 501 UPDATES</th>
<th>MITEL EXPERIENCE CENTER</th>
<th>NERO PARTNER BREAKOUT SESSION</th>
<th>QUEST TECHNOLOGY MANAGEMENT PARTNER BREAKOUT SESSION</th>
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800-974-9786  
tmt.knect365.com/channel-partners-conference-expo/  
channelpartners@experient-inc.com
### Schedule

**Wednesday, March 11 - 11/03/2020**

<table>
<thead>
<tr>
<th>Time</th>
<th>BCM One Technology Lounge</th>
<th>Business Best Practices Conference Track</th>
<th>Channel Network Theater</th>
<th>ChannelSSIST Partner Breakout Session</th>
<th>Compliance Group Partner Breakout Session</th>
<th>EXPO Hall</th>
<th>Keynote Program-Ming</th>
<th>MSP 501 Updates</th>
<th>Mitel Experience Center</th>
<th>Network Assessment</th>
<th>QUEST Technology Management Partner Breakout Session</th>
<th>Registration</th>
<th>Security Conference Track</th>
<th>STAR2 Star Meeting Center</th>
<th>Technology Conference Track</th>
<th>Thundersphere Meeting with Oracle</th>
<th>VIP Session with Oracle</th>
<th>VIP Session with Telarus</th>
<th>Web Root Partner Breakout Session</th>
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</thead>
<tbody>
<tr>
<td>11:00AM</td>
<td>11:10 am - Recruiting the &quot;Right&quot; Talent</td>
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### Time

- **11:00AM**

### Sessions

- **11:10 am - Recruiting the "Right" Talent**
- **11:40 am - Lunch & Networking** sponsored by Verizon
- **11:10 am - RMM Vulnerabilities That Are Devastating Service Providers**
- **11:10 am - AI-Enabled Analytics: Driving Better Customer Connections in the Contact Center**
<table>
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<th>TIME</th>
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<tbody>
<tr>
<td>12:00PM</td>
<td>12:00 pm - BCM One Technology Lounge - Room: Titian 2203</td>
<td>12:00 pm - The World in 2030</td>
<td>12:35 pm - Making Ethics Pay in a World of Distrust and Big Tech</td>
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<td>12:45pm</td>
<td>Fastball: Finally! An Accurate Multi-site Serviceability, Quote &amp; Contract Tool presented by</td>
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**Channel Partners Conference & Expo**
March 9-12, 2020
The Venetian & Sands Expo
Las Vegas
## SCHEDULE

**Wednesday, March 11 - 11/03/2020**

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<td>12:55 pm - Fastball: The Technology Marketplace Revolution presented by Cablefinder.net</td>
<td>Channel Partners Conference &amp; Expo</td>
<td>March 9-12, 2020</td>
<td>The Venetian &amp; Sands Expo</td>
<td>Las Vegas</td>
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<td>1:05p.m. Experiential Selling: The Newest Ways Partners Upsell and Outsell</td>
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<td>2:00PM</td>
<td>2:00p m - Coffee with Craig &amp; Kevin</td>
<td>2:10p m - Shark Stage: Who Will Win a Place on a Line Card?</td>
<td>2:00p m - Partner Breakout Session: Why Is Increasing Channel Revenue So Difficult? presented by</td>
<td>2:00p m - Exponent</td>
<td>2:00p m - Pub Crawl in the Expo Hall</td>
<td>2:00p m - Go Inside the Channel Partners Thunderdome: SD-WAN</td>
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Schedule

WEDNESDAY, MARCH 11 - 11/03/2020

Channel Partners Conference & Expo
March 9-12, 2020
The Venetian & Sands Expo
Las Vegas

800-974-9786
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<tr>
<td>3:00PM</td>
<td>3:20p m - New Exhibitor s News Desk</td>
<td>3:25p m - Fifth Annual Cloud Girls Rising: Women to Watch Awards</td>
<td>3:00p m - Partner Breakout Session: Double Your Revenue, Triple Your Profit! presented by Complian-</td>
<td>3:30p m - MSP 501 Update</td>
<td>3:00p m - Partner Breakout Session: Demystifying Microsoft Azure for MSPs: How to Build a Suc-</td>
<td>3:00p m - Partner Breakout Session: Incident Response Preppers: Help Your Client s Create a Su-</td>
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<td>4:00PM</td>
<td>4:20pm - Channel Chats</td>
<td>4:10pm - Remaking the Channel: 6 Buyer Trends Changing How We Partner</td>
<td>4:30pm - MSP 501 Update</td>
<td>4:00pm - Partner Breakout Session: The Power in Cyber Resiliency presented by Webroot</td>
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## SCHEDULE
**WEDNESDAY, MARCH 11 - 11/03/2020**

<table>
<thead>
<tr>
<th>TIME</th>
<th>BCM ONE TECHNOLOGY LOUNGE</th>
<th>BUSINESS BEST PRACTICES CONFERENCE TRACK</th>
<th>CHANNEL PARTNERS THEATER</th>
<th>CHANNELASSIST PARTNER BreaKOUT SESSION</th>
<th>COMPLIANCE GROUP PARTNER BREA KOUT SESSION</th>
<th>EXPO HALL</th>
<th>KEYNOTE PROGRAMMING</th>
<th>MSP 501 UPDATES</th>
<th>MITEL EXPERIENCE CENTER</th>
<th>NETWORKING</th>
<th>QUEST TECHNOLOGY MANAGEMENT PARTNER BREA KOUT SESSION</th>
<th>REGISTRATION</th>
<th>SECURITY CONFERENCE TRACK</th>
<th>STAR2 STAR MEETING CENTER</th>
<th>TECHNOLOGY CONFERENCE TRACK</th>
<th>THUNDERDOME</th>
<th>VIP SESSION WITH ORACLE</th>
<th>VIP SESSION WITH TELARUS</th>
<th>WEBROOT PARTNER BREA KOUT SESSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00PM</td>
<td>5:00pm - Sales Smackdown: Stand-Up Comedy Meets Super Sales Strategies</td>
<td>5:25pm - Channel Part...</td>
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800-974-9786  tmt.knect365.com/channel-partners-conference-expo/  channelpartners@experient-inc.com
## SCHEDULE

### Wednesday, March 11 - 11/03/2020

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<tr>
<th>TIME</th>
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<th>CHANNEL CHATS</th>
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<tr>
<td>5:50p.m.</td>
<td>ners Award Show</td>
<td>5:50p.m. - Passport Drawing Announcement &amp; Conference Survey Announcement</td>
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<tr>
<td>6:00PM</td>
<td>6:30pm Circle of Excellence Awards Dinner</td>
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channelpartners@experient-inc.com
Registration sponsored by Fuze
10:00am - 12:00pm
Registration
Location: Sands Expo, Level 2, Hall C

Expo Hall Open
10:00am - 12:00pm
Expo Hall
Location: Sands Expo, Level 2, Hall C-D
Open to all attendees and exhibitors.

Continental Breakfast
10:00am - 12:00pm
Networking
Location: Sands Expo, Level 2, Hall C-D
Open to all attendees and exhibitors.
### SCHEDULE

**Thursday, March 12 - 12/03/2020**

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<th>Networking</th>
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<tr>
<td>10:00AM</td>
<td>10:00am - Expo Hall Open</td>
<td>10:00am - Continental Breakfast</td>
<td>10:00am - Registration sponsored by Fuze</td>
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