

# SESSIONS

MONDAY, SEPTEMBER 9 - 09/09/2019

Channel Partners Evolution Conference & Expo

September 8-11, 2020  
The Venetian & Sands Expo  
Las Vegas

## Registration sponsored by RingCentral

10:00am - 5:00pm  
Registration

Location: Concourse Level, Hall A

## MSP Marketing Secrets to Double or Triple the Number of QUALITY Managed Services Clients You Have in the Next 12 Months sponsored by Dell Expert Network

1:00pm - 5:00pm  
Robin Robins Marketing Workshop

Location: Level 1, West Salon

### Discover What 99% of All MSPs and IT Services Companies Don't Know About Attracting and Closing High-Profit Managed Services Clients

Do you lack a marketing plan for your IT services business, but don't know where to start? Maybe you've tried a number of different marketing tactics, but NONE has delivered the consistent results you want? Are you disgusted by your lack of growth and the money you are currently making from your business and want to finally do something about it?

Then this is a MUST-ATTEND workshop you won't want to miss. During this half-day session, Robin Robins will lay out the exact marketing blueprint she's developed and refined over the last 17 years working with over 8,000 MSPs and IT services firms to consistently attract more and better quality clients ... to free themselves from cheapskate clients and price resistance ... to easily commanding premium fees and raise their prices without any pushback from clients... to finally take back control over their business making it profitable, stable and FUN again. You'll discover:

- The 4 Foundational Pillars of all great IT services marketing plans. Get even one wrong and you'll suppress the quantity and quality of clients you're attracting. Get them right and you'll open a floodgate of new opportunities and sales.
- How to set up autopilot "Marketing Oil Wells" in your business that will deliver a steady, predictable flow of high-quality prospects to your door on an ongoing basis. This process is extremely important if you want to simplify and reduce the workload of marketing, selling and getting more new clients.
- Advanced sales and positioning strategies for selling managed services and IT support that will erase price resistance, sales stalls and the need to do a lot of "convincing" to get a prospect to buy.
- How to avoid wasting thousands of dollars and precious time on marketing campaigns that won't work. I'll reveal the exact marketing formulas, offers, media and strategies that have been proven to work when marketing IT services.
- How to have prospects instantly acknowledging you as the top expert in your market area. Use this strategy and you will literally sway your customer's buying criteria in your favor, regardless of price, and frustrate your competitors to no end.
- How to build and monetize highly responsive client and prospect lists for marketing. This may be the most important lesson you'll learn in this session.

*All Access pass required to attend this session.*

### Participants

**Announcer: Lucas Chaya del Pino** - Head, Dell Expert Network

**Speaker: Robin Robins** - CEO and Founder, Technology Marketing Toolkit

## ACWConnect Live!

4:30pm - 7:30pm  
Networking

Location: Marriott Marquis, LeDroit Park (Meeting Level 3)

### ACWConnectLive! is the perfect way to kick off the Channel Partners Evolution event!

Embracing Diversity: Leveraging Unique Talents

The United States of America is celebrated around the world as a "melting pot" of people from many countries and cultures. Our diversity is intrinsic to our foundation, our value and our success. Two centuries later, as we meet in our nation's capital, let's revive that vision for modern times.

Diversity is not only race and gender, which dominate today's headlines, its ethnicity, religion, politics, socio-economics, gender identity, sexual orientation, age, personality and ability. Each offers a different life experience, a different point of view, a different way of doing things.

We can bristle at these differences and retreat to our separate corners, or we can embrace them and marvel at our collective capacity to change our companies, communities, country and the world. Join us at ACWConnect Live! to learn and share ways to promote inclusion and leverage diversity in all its forms.

To become an Alliance of Channel Women member and to attend for FREE, visit [www.allianceofchannelwomen.org](http://www.allianceofchannelwomen.org).

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

To register for this event, [click here](#)

*This event is free to paid members in good standing.*

*Pre-registration closes on Friday, September 6 at 12:00 pm ET. Tickets are limited. Additional tickets may be available at the door on a "first come, first served" basis.*

## First-Time Attendee Reception

7:00pm - 9:00pm  
First-Time Attendee Reception

Location: Marriott Marquis, Dignitary

Are you new to the show? Network with fellow newcomers and get tips from seasoned veterans while grabbing a bite. It's a great way to kick off your show experience.

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

# SCHEDULE

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Las Vegas

TIME	FIRST-TIME ATTENDEE RECEPTION	NETWORKING	REGISTRATION	ROBIN ROBINS MARKETING WORKSHOP
10:00AM			10:00am - Registration sponsored by RingCentral	
11:00AM				
12:00PM				
1:00PM				1:00pm - MSP Marketing Secrets to Double or Triple the Number of QUALITY Managed Services Clients You Have in the Next 12 Months sponsored by Dell Expert Network
2:00PM				
3:00PM				
4:00PM		4:30pm - ACWConnect Live!		
5:00PM				
6:00PM				
7:00PM	7:00pm - First-Time Attendee Reception			

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## Registration sponsored by RingCentral

8:00am - 7:00pm  
Registration

Location: Concourse Level, Hall A

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## Mitel Experience Center – Room 154A

8:00am - 7:00pm  
Mitel Experience Center

Location: Level 1, Room 154A

## Reborn in the Cloud With Mitel

Enjoy some drinks and snacks while you view live demos of hot-off-the-press solutions such as our MiCloud Connect CX contact center offering. We'll walk you through our complete MiCloud Connect portfolio and highlight some differentiators, new partner programs and SPIFFs. Have specific questions on how Mitel can help your business be "reborn in the cloud?" Set up a meeting with us today or simply stop by and speak to any of the Mitel staff on-site.

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

Schedule a meeting at:  
<https://mitelcpevo19.youcanbook.me>

Open to all attendees.

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## Breakfast & Networking sponsored by AT&T

8:30am - 8:45am  
Keynote Programming

Location: Level 1, West Salon

Open to all attendees.

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## Expo Hall Open sponsored by AT&T

8:30am - 7:00pm  
Expo Hall

Location: Concourse Level, Hall A

Open to all attendees and exhibitors.

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## Alliance Makers Roundtables

8:30am - 4:45pm  
Alliance Makers Roundtables

Location: Concourse Level, Hall A, Registration

Open to Exhibitors, Sponsors & Supplier Badges.

### Schedule:

#### 8:30 - 9:10 a.m.

Roundtable 1 Sales with Kathryn Rose

Roundtable 2

Roundtable 3

#### 9:20 - 10:00 a.m.

Roundtable 1 Lead Generation - Where Does Marketing End & Sales Begin? with Carrie Simpson

Roundtable 2 Sales: Creating Customer Urgency with Michael Schmidtman

Roundtable 3

#### 10:10 - 10:50 a.m.

Roundtable 1

Roundtable 2

Roundtable 3

#### 11:00 a.m. – Noon

1:1 with Tina Gravel

#### 12:00 - 12:40 p.m.

Roundtable 1

Roundtable 2

Roundtable 3

#### 12:50 - 1:30 p.m.

Roundtable 1 Cyxtera

Roundtable 2 Many Faces of MDR Service with Mike Sapien

Roundtable 3

#### 1:40 - 2:20 p.m.

Roundtable 1 Sales: Competing for Talent with Michael Schmidtman

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Roundtable 2 MSP 501 Community Discussion with Kris Blackmon

Roundtable 3 Demand Generation with Thom Devos

#### 3:00 - 3:45 p.m.

1:1 with Janet Schijns

#### 4:00 - 4:45 p.m.

1:1 with Kathryn Rose

## Participants

**Kris Blackmon** - Content Director, Channel Trends, Channel Futures

**Tina Gravel** - SVP Global Channels and Alliances, Cyxtera

**Kathryn Rose** - Founder, wiseHer

**Mike Sapien** - VP & Chief Analyst US, Enterprise Services, Ovum

**Janet Schijns** - CEO, JS Group

**Michael Schmidtman** - Peer Group Facilitator and Business Coach, Trans4mers

**Carrie Simpson** - CEO and Founder, Managed Sales Pros

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## Recharge Zone sponsored by WTG, an AppSmart Company

8:30am - 7:00pm  
Recharge Zone sponsored by WTG, an AppSmart Company

Location: Concourse Level, Hall A, Booth 717

WTG is bringing the relaxation solution to Evolution. Drop by the Recharging Zone, juice up your phone, put your feet up or meet with other attendees – and don't forget to book some time with our massage therapists.

Open to all attendees & Exhibitors.

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## Business Transformation Station

8:30am - 7:00pm  
Business Transformation Station

Location: Concourse Level, Hall A, Booth 301

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.

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## Keynote

8:45am - 8:50am  
Keynote Programming

Location: Level 1, West Salon

*Open to all attendees.*

## Participants

**Keynote Emcee: Kris Blackmon** - Content Director, Channel Trends, Channel Futures

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## Welcome Remarks

8:50am - 8:55am  
Keynote Programming

Location: Level 1, West Salon

*Open to all attendees.*

## Participants

**Host: Thomas Baker** - Senior Account Executive, Channel Partners

**Host: Kelly Danziger** - Market Leader Channel, Informa Tech

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## The World in Focus: A Look at 2020

8:55am - 9:05am  
Keynote Programming

Location: Level 1, West Salon

Depending on whom you talk to, it's either the best of times or the worst of times for the channel. We're bullish but for 2020. But we fully recognize it will be a year of change. For every new innovation and emerging tech opportunity, there will be increased price commoditization, continued consolidation and renewed channel conflict. Make the right bets and you'll surely prosper. See things wrongly and you could suffer. If you're looking to make sense of 2020, then turn your eyes to "The World as We See It."

*Open to all attendees.*

## Participants

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

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## CEER - Channel Engineering Ecosystem Roundtable 2019

9:00am - 10:30am  
Networking

Location: Hall A, MR3

## Purpose/Objective

Establish an Engineering Ecosystem within the Channel where we can come together and collaborate

Engineers talking with engineers

Please join us for the inaugural Channel Engineering Ecosystem Roundtable

Why invest your time?

We share common challenges

- Time- never enough
- Communication- best practices
- Best learning tools
- Constantly changing- expanding supplier landscape
- Managing ever growing teams- product dev, sales, engineers

Let's build a national channel engineering infrastructure together!

Light Breakfast will be available

*\*Open to anyone in an engineering role*

Please RSVP to Larry Cushing

VP of Sales Engineering

[lcushing@tpx.com](mailto:lcushing@tpx.com)

207-615-4501

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## VIP Session with Moxtra: Guiding Your Clients with Their Mobile Strategy

9:00am - 10:00am  
VIP Session with Moxtra

To stay competitive in today's mobile world, businesses need their own mobile apps to deliver a high-touch, on-demand experience to their customers. Explore how you can deliver powerful digital business applications for your clients, so they can secure the growth and loyalty of their end customers.

Location: Concourse Level, Hall A, Lincoln Room

*Separate registration required.*

*Already registered? Contact [Lauriel Wright](#) to reserve your seat.*

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## VIP Session with Intelisys: Harnessing the Digital Opportunity

9:00am - 10:00am  
VIP Session with Intelisys

Successful digital transformations requires us to rethink, disrupt and innovate how we do business. According to IDC, "40% of all technology spending will go toward digital transformations, with enterprises spending in excess of \$2 trillion through 2019." From implementing new digital technologies to restructuring fundamental processes, join us to discover how we are empowering our partners to harness the power of digital to accelerate growth, drive increased productivity and improve the customer experience.

Location: Concourse Level, Hall A, Roosevelt Room

*Separate registration required.*

*Already registered? Contact [Lauriel Wright](#) to reserve your seat.*

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## Fastball: The MSP of Tomorrow presented by Datto

9:05am - 9:15am  
Keynote Programming

Location: Level 1, West Salon

Where You Can Find Undiscovered Business

Speaker: Rob Rae, Vice President of Business Development, Datto

*Open to all attendees.*

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## MSP 501: What Makes a Winner

9:15am - 9:40am  
Keynote Programming

Location: Level 1, West Salon

Join Tim Conkle, CEO of The20, as he asks 2019 MSP 501 Award Winners about the best practices that make an MSP rise to the top, how to overcome obstacles to growth and what trends and opportunities partners should be capitalizing on. Panelists include Julian Box, CEO of Calligo; David Carlson, VP Managed Service & Product Management for Sirius; and David DeCamillis, CEO of Platte River Networks.

*Open to all attendees.*

### Participants

**Moderator: Tim Conkle** - CEO, The 20

**Panelist: Julian Box** - Founder & CEO, Calligo

**Panelist: David Carlson** - VP Managed Service & Product Management, Sirius

**Panelist: David DeCamillis** - VP Sales & Marketing, Platte River Networks

## Fastball: Reborn in the Cloud – Mitel's Transformation to Lead presented by Mitel

9:40am - 9:50am  
Keynote Programming

Location: Level 1, West Salon

Technology companies across the globe are feeling the disruption from startups claiming the title "born in the cloud." In order for these established brands to remain relevant, they must drastically transform their business strategies and infrastructure to address competitive pressures — or risk becoming another Harvard Business Review statistic. Come learn how a 45-year-old telephony powerhouse — and the No. 2 leader in UCaaS users globally — has successfully been reborn in the cloud to compete and win.

Speaker: Daryl Reva, VP, UCaaS Marketing, Mitel

*Open to all attendees.*

## IGNITE the 5G Experience

9:50am - 10:15am  
Keynote Programming

Location: Level 1, West Salon

The stakes are high. Safety, performance and reliability need a network that delivers high speeds and data quality with ultra-low latency. Join us to learn how to be a part of this emerging technology that goes beyond faster connection speeds.

*Open to all attendees.*

### Participants

**Speaker: Christina Cheng** - AVP Product Marketing Enterprise Mobility, AT&T

**Panelist: Jim Byrne** - COO/Managing Partner, Five Star Technology Group

**Panelist: Joe Kenefic** - Mobile Applications and IoT Specialist, AT&T

**Panelist: Matt Palmer** - Director Mobility Products & Pricing, AT&T

## Alliance Makers @ The Theater

9:55am - 12:00pm  
Channel Futures Theater

Location: Concourse Level, Hall A, Booth 325

Open to those with Exhibitor, Sponsor and Supplier Badges.

### Schedule:

9:55 - 10:00 a.m. Welcome with Erick Simpson

10:00 - 10:20 a.m. Open

10:20 - 10:40 a.m. Recruiting Sales Development Talent with Carrie Simpson

10:40 - 11:00 a.m. Teaching Your Partners to Fish in a New Pond with Tina Gravel

11:00 - 11:20 a.m. Leveraging The Right Strategy to Supercharge Channel Growth with Erick Simpson

11:20 - 11:40 a.m. Branding Yourself for Digital Transformation with Janet Schijns

11:40 a.m. - Noon 2019's Hottest 5 Telecom & IT Marketing Strategies with Angela Leavitt

### Participants

**Tina Gravel** - SVP Global Channels and Alliances, Cyxtera

**Angela Leavitt** - Founder, Chief Mojo-Making Officer, Mojo Marketing

**Janet Schijns** - CEO, JS Group

**Carrie Simpson** - CEO and Founder, Managed Sales Pros

**Erick Simpson** - Chief Strategist, ErickSimpson.com

## The Culture Imperative: The Bedrock of High-Performing Organizations

10:25am - 11:10am  
Business Strategy Track

Location: Concourse Level, Hall A, Lincoln Room

Research and organizational scholarship consistently point to organizational culture as a major factor in the success or failure of businesses and organizations. Yet, all too often organizational culture is left to chance — or worse, shrugged off as an impossible hurdle to overcome. High performing organizations do not leave their culture to chance. High performing organizations take a thoughtful, proactive, enterprisewide approach to ensuring the cultivation and maintenance of a culture that can support long-term organizational success. In this engaging and enlightening session, thought leader Mary Abbajay shares practical real-world strategies for creating a high-performance culture.

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

### Participants

**Speaker: Mary Abbajay** - President & Co-Founder, Careerstone Group LLC

## Get Finance and IT Aligned for Hybrid Cloud Success

10:25am - 11:10am  
Marketing & Technology Track

Location: Concourse Level, Hall A, Roosevelt Room

Hybrid is reality for your customers. But are they able to accurately monitor usage and ensure value? Probably not, and that's a problem. Your clients' IT decision-makers are moving forward with a cloud-first mentality while the finance department maintains a hardware depreciation view of IT's spend. Thus, in addition to helping clients move into the cloud, MSPs must also establish a dialogue between their finance/accounting and IT leadership and create a sense of expense predictability. There are plenty of third-party tools that provide cost-optimization dashboards, such as Turbonomics. The built-in management capabilities within Azure and AWS are functional as well. However, software cannot broker a strong relationship between these departments. A skilled consultant can.

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

### Participants

**Speaker: Peter Phillip** - General Manager, Sparkhound's Houston Office

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## #ChooseYourFlavor: Sticky Solution Selling

11:20am - 12:05pm  
Business Strategy Track

Location: Concourse Level, Hall A, Lincoln Room

Ready to differentiate yourself from all of the other voice/telephony/UCaaS slingers out there? Then it's time to start ... selling ice cream. Or at least selling UCaaS/CCaaS solutions as if they were the towering, sprinkle-filled ice cream sundaes of our childhoods.

Customers are tired of only having two flavors of UCaaS and CCaaS to pick from, and we bet you're tired of trying to fit your customer's businesses into one-size-fits-all product sets. It's time to build your customers what they want – the custom-tailored cloud communication sundae of their dreams. Add two scoops of voice to a scoop of contact center and top it off a dollop of CRM and a sprinkling of IVR. Learn how our #ChooseYourFlavor methodology of solution selling will not only resonate with customers and make UCaaS and CCaaS easy for them to digest, but will also enable you to sell a larger and stickier product stack, truly tailored to the needs of their business.

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

### Participants

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

**Speaker: Cathryn Valladares** - Regional Director, Channel Sales, Nextiva

## Strategies for MSP Success in the Burgeoning UCaaS Market

11:20am - 12:05pm  
Marketing & Technology Track

Your customers want the advanced communications and collaboration capabilities delivered by today's UCaaS providers. The question is, who will win those sales? Forward-thinking MSPs are tapping into the growing UCaaS market to generate new revenue streams and create stickier customer relationships. Moreover, the major UCaaS providers have significant gaps in their IT and communications portfolios and skill sets, which MSPs can address. However, selecting the right solution and provider remains a daunting task.

This session will help MSPs develop sustainable UCaaS strategies by answering the following questions:

- How large are the growth opportunities in the North American UCaaS market?
- What are the key customer UCaaS investment drivers and provider selection criteria?
- What are the advantages and disadvantages of the main UCaaS deployment models available for MSPs and other channel partners?
- How should MSPs position their capabilities to differentiate from other providers and achieve success with UCaaS solutions?

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

### Participants

**Speaker: Elka Popova** - Vice President and Senior Fellow, DigitalTransformation, Frost & Sullivan

## Lunch & Networking sponsored by 8x8 Inc.

11:55am - 12:15pm  
Keynote Programming

Location: Level 1, West Salon

*Open to all attendees.*

## BCM One Technology Lounge - Room: 154B

12:00pm - 4:00pm  
BCM One Technology Lounge

Location: Level 1, Room 154B

### Come for a Drink, Stay for the Partnership

Stop by the BCM One Technology Lounge – Room: 154B. 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](mailto:marketing@bcmone.com).

*Open to all attendees.*

### Welcome

12:15pm - 12:20pm  
Keynote Programming

Location: Level 1, West Salon

*Open to all attendees.*

### Participants

**Keynote Emcee: Hilary Gadda** - Co-Founder, Alliance of Channel Women & Director, National Channel Development, TPx Communications

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## Masters and Distributors Powerhouse

12:20pm - 12:45pm  
Keynote Programming

Location: Level 1, West Salon

Come learn from the experts. Listen in as Janet Schijns, CEO of JS Group, asks to executives from top masters and disties the tough questions. What's the difference between the two models, anyway? Which model should different channel partners pick based on solutions offerings? What do masters and distributors look for in the vendors they choose to partner with? Most importantly, what can do they really do to empower their partners and how can partners make sure they get the most out of their relationships? Audience questions encouraged.

*Open to all attendees.*

## Participants

**Moderator: Janet Schijns** - CEO, JS Group

**Panelist: Bana Qashu** - Senior Director of Channel Sales, AVANT

**Panelist: Rick Ribas** - SVP, National Partner Sales, Intelisys

**Panelist: Ryan Walsh** - Chief Channel Officer, Pax8

**Panelist: Kevin Zimmerman** - Vice President. National Sales, TCG

## VIP Session with Dell: Windows Server 2008: When End of Support Means the Start of MSP Services

12:30pm - 1:30pm  
VIP Session with Dell

Location: Concourse Level, Hall A, Roosevelt Room

Microsoft Server 2008 is ending in January, whether your customers are ready or not. This session will focus around a discussion of what that means for MSPs regarding new opportunities, and the related challenges and opportunities, including moving to or from the cloud, and the advantages of a hybrid cloud strategy.

*Separate registration required.*

*Already registered? Contact [Lauriel Wright](#) to save your seat.*

## VIP Session with Mitel

12:30pm - 1:30pm  
VIP Session with Mitel

Location: Concourse Level, Hall 154A

*Separate registration required.*

*Already registered? Contact [Lauriel Wright](#) to reserve your seat.*

## Lightning Talk: The Modern Seller: Ambassador Factor

12:45pm - 12:55pm  
Keynote Programming

Location: Level 1, West Salon

When it comes to winning new business and growing our existing customers, what used to be the highest bar is now often considered table stakes. To attract and grow the very best customers, we now need to move the needle toward loyalty. Loyal customers are three times more likely to continue buying from us. We're more likely to expand our reach — and with higher margins. To make this shift, it takes modern sellers and sales leaders who are Ambassadors.

In this lightning fast keynote, Amy Franko will define what it means to be an Ambassador and share the key value elements that will differentiate you with your top prospects and clients.

*Open to all attendees.*

## Participants

**Speaker: Amy Franko** - Author, The Modern Seller: Amazon #1 Release

## Fastball: We Have You Covered With the Right Network, the Right Solutions and the Right Partnership presented by Spectrum Partner Program

12:55pm - 1:05pm  
Keynote Programming

Location: Level 1, West Salon

Michelle Kadlacek, channel sales vice Ppresident, will highlight how the Spectrum Partner Program is powering business applications with solutions that deliver connectivity to the suite. Spectrum partners have access to a highly experienced team aligned to help win new business opportunities and to help your business grow. With an evolving product set, competitive solutions and local partner support, learn why Spectrum is a great fit for your organization.

*Open to all attendees.*

## Trailblazer

1:05pm - 1:15pm  
Keynote Programming

Location: Level 1, West Salon

*Open to all attendees.*

## Participants

**Speaker: Alan Rihm** - CEO, CoreDial, LLC

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

## Fastball: The Phone System for Modern Business presented by Aircall

1:15pm - 1:25pm  
Keynote Programming

Location: Level 1, West Salon

Aircall empowers sales and support teams with a phone system specifically built for modern business. With zero hardware to manage, dozens of integration options to explore and the ability to add local numbers in more than 100 countries, Aircall is a powerful solution you can start using within minutes.

Speakers: **DJ Kreft**, VP, North America Channel Partnerships, Aircall & **Florens Roell**, Inside Sales Manager, Aircall

*Open to all attendees.*

## Collaboration Unleashed: Tap Into the Power of People

1:25pm - 1:50pm  
Keynote Programming

Location: Level 1, West Salon

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 prioritizing the collaborative experience a critical part of any strategy. Join John DeLozier to discuss how businesses are using one cloud communications platform to outpace competitors by unleashing collaboration.

*Open to all attendees.*

## Participants

**Speaker: John DeLozier** - Global Channel Chief, Channel Strategy & Sales, 8x8

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## Demystifying 5G's Arrival

2:00pm - 2:45pm

5G & Wi-Fi 6 presented with Light Reading

Location: Hall A - Lincoln Room

We've all heard it: 5G is here and it means self-driving cars and virtual reality for everyone, everywhere. And yet, in 2025, only half of the U.S. population will actually be on 5G networks. So, is it really here? What do you tell your clients who look to you for answers? In this session, Ana Tavares, head of North America, GSMA, breaks down 5G's anticipated arrival and what new business opportunities it opens. Other topics will include:

- What you can expect from 5G in the next 18 months
- Realistic edge computing and network slicing solutions
- The evolution of virtual network functions (VNFs)

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

### Participants

**Track Chair:** Phil Harvey - US Bureau Chief, Light Reading

**Speaker:** Ana Tavares Lattibeaudiere - Head of North America, GSMA

## Security 2020: What VC Funding Reveals About Future Trends

2:00pm - 2:45pm

Security Track presented with Dark Reading

Location: Concourse Level, Hall A, Roosevelt Room

Security is continually evolving, and what worked to protect customers just a year ago may not be effective today. Yet solution providers may not have the time or expertise to evaluate new options. In this session, we'll discuss some of the recent trends in security venture investment, what VCs look for in a company that can inform your selection process and how MSPs can buck conventional wisdom and find hidden gems of security startups to work with.

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

### Participants

**Track Chair:** Tim Wilson - Co-Founder & Editor-in-Chief, Dark Reading

**Speaker:** Seth Spergel - Vice President, Emerging Technology, Merlin International

## VIP Session: AVANT: Disruption Survival Guide for the Trusted Adviser

2:30pm - 4:00pm

VIP Session with AVANT

Location: Level 1, West Salon

Never before has the opportunity been greater for the channel and the trusted adviser!

- 74% of IT professionals fear for their jobs in the event of a cyberattack
- 90% of professionals will no longer buy on-premises PBXs by 2021
- 44% of enterprise traffic is coming from the cloud and accelerating
- 90% of edge routers will be replaced by SD-WAN and virtual appliances by 2023

These are just some of the realities and predictions from Gartner, IDC, Forester and AVANT. It's hard to keep up, let alone stay ahead of the curve to beat your competition. Join Drew Lydecker, president and co-founder of AVANT, to understand how to not only survive but thrive in today's fast-changing IT world.

*Separate registration required.*

Already registered? Contact [Lauriel Wright](#) to save your seat

## Wi-Fi 6 and Your Customers

3:00pm - 3:45pm

5G & Wi-Fi 6 presented with Light Reading

Location: Concourse Level, Hall A, Lincoln Room

Wi-Fi 6 and 5G will create immersive mobile experiences for users and enable new applications. In this session, we will explore Wi-Fi 6: What it is, how designs for Wi-Fi deployments will need to fundamentally change, and new capabilities that will be possible. We will also touch on how Wi-Fi 6 and 5G are complementary technologies, including how each will solve challenges that existed in previous Wi-Fi network generations.

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

### Participants

**Track Chair:** Phil Harvey - US Bureau Chief, Light Reading

**Speaker:** Neil Anderson - Network Solutions Practice Director, World Wide Technology

## Build vs. Buy: Security Operations Center Decision Time

3:00pm - 3:45pm

Security Track presented with Dark Reading

Location: Concourse Level, Hall A, Roosevelt Room

To be successful as an MSSP or security-centric MSP, you need an SOC. That much we all agree on. From there, though, clarity is harder to find. Should you build your own security operations center or outsource to a specialist? Is a white-label offering right for you? If so, how do you choose? And if you want to build, is there a relevant operational maturity model that can guide the project? Our panelists have experience both building SOCs and evaluating providers and will help guide you to the right choice for your company.

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

### Participants

**Track Chair & Moderator:** Tim Wilson - Co-Founder & Editor-in-Chief, Dark Reading

**Panelist:** Michael Jenks - Lead Cybersec Analyst, Mosaic451

**Panelist:** Alex Ryals - Vice President, Security Solution, Tech Data

## The MDR Opportunity: Who, What & Why

4:00pm - 4:45pm

Security Track presented with Dark Reading

Location: Concourse Level, Hall A, Roosevelt Room

Managed detection and response (MDR) has emerged as a major new service trend. MSSPs, MSPs and direct-sale security vendors are all developing MDR offerings, expanding on their advanced end point protection (EPP) services. In this session, Ovum Vice President and Chief Analyst Mike Sapien will talk about what comprises a comprehensive MDR service and what MSPs can offer now. He will also profile some of the major MDR players, many of which are looking to partner with MSP as their primary go-to-market strategy.

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

### Participants

**Track Chair:** Tim Wilson - Co-Founder & Editor-in-Chief, Dark Reading

**Speaker:** Mike Sapien - VP & Chief Analyst US, Enterprise Services, Ovum

## Welcome Reception in the Expo Hall

4:00pm - 7:00pm

Welcome Reception

Location: Concourse Level, Hall A

*Open to all attendees and exhibitors.*



# SESSIONS

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Channel Partners Evolution Conference & Expo

September 8-11, 2020  
The Venetian & Sands Expo  
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## Coffee with Craig & Kevin

4:00pm - 4:15pm  
Channel Partners Studio

Location: Concourse Level, Hall A, Booth 643

Coffee with Craig & Kevin, the Channel Partners podcast, welcomes industry experts to discuss the hottest topics in the channel, including the latest in technology and how you can improve your business. Join them live at Evolution and hear what's on the minds of top vendors, master agents, distributors and partners — with a unique brand of humor built in.

*Open to all attendees & exhibitors.*

## Participants

**Host: Craig Galbraith** - Executive Editor, Channel Partners/Channel Futures

**Host: Kevin Morris** - Director, Business Development, Channel Partners/Channel Futures

**Special Guest: Lucas Chaya del Pino** - Head, Dell Expert Network

## The Channel Goes Head-to-Head on Convergence

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

Location: Concourse Level, Hall A, Booth 325

Is convergence ever going to fully happen, or is it an unrealistic theory? Join our panel of experts as they face off in an old-fashioned debate on the future of IT/telco channel convergence. Who will win? Only the audience can decide.

*Open to all attendees and exhibitors.*

## Participants

**Moderator: Corey Cohen** - Vice President of Marketing, TBI, Inc.

**Team Yes: Michael Bremmer** - CEO, Telecomquotes.com

**Team Yes: Andrew Pryfogle** - Chief Market Development Officer, Pax8

**Team No: Peter Radizeski** - Telecom & Cloud Consultant, RAD-INFO

**Team No: Rob Rae** - Vice President of Business Development, Datto

## NEW! Go Inside the Channel Partners Thunderdome: Mobile 5G

4:00pm - 4:50pm  
Thunderdome

Location: Concourse Level, Hall A, Lincoln Room

No steel cages here, just a forum where attendees can face a panel of top 5G suppliers in a head-to-head matchup. We'll have timer in hand to make sure the action keeps moving.

**WHY ATTEND?** The bandwidth, speed and low latency of 5G will enable B2B offerings from e-health care to smart city services to autonomous fleets — not to mention opportunities for partners to upgrade hardware from phones to IoT sensors. But just how real are 5G services now versus “pre-5G,” and in which cities? In this NEW Thunderdome, we'll put suppliers of 5G mobile services in the hot seat. The goal: help partners to build client road maps for hardware/infrastructure upgrades and enable them to visualize opportunities for real-world applications of this game-changing new technology.

You will hear from the following suppliers during this session:

**Amelia Powell, 5G Product Marketing Manager, Verizon Business Group**

**Mishka Dehghan, VP, 5G Development, Sprint Business**

*Open to all attendees and exhibitors.*

## Participants

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

## Channel Partners Studio Interviews

4:15pm - 5:30pm  
Channel Partners Studio

Location: Concourse Level, Hall A, Booth 643

Schedule

4:15 - 4:30 p.m.

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

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

5:00 - 5:15 p.m. Ingram Micro Inc.

5:15 - 5:30 p.m.

*Open to all attendees and exhibitors.*

## Diversity & Inclusion Business Resource Group Happy Hour

4:30pm - 6:00pm  
Networking

Location: Marriott Marquis, High Velocity, V-Lounge

Join this new business resource group to learn about what promotes diversity and inclusion in the cloud services channel. Not sure if you belong? Are you a business person in the channel who celebrates a variety of viewpoints and experiences? Do you want to harness a mix of characteristics and life experiences to promote self-advocacy, empowerment and shared success? Then we want to meet you!

Please note: this event is not hosted by Channel Partners Evolution

*Open to all*

## Inside Partner Programs: Channel Chief Roundtable

4:40pm - 5:20pm  
Channel Futures Theater

Location: Concourse Level, Hall A, Booth 325

The IT channel is evolving at record speeds, and new technologies and business models are causing many vendors to reevaluate their approach toward their partner programs. In an age of cloud, automation, AI and more suppliers than ever before, how do channel chiefs need to change their thinking — and what impact does it have on partners? Join Ayesha Prakash from Flashpoint, Scott Barlow of Sophos and MalwareBytes's new channel vice president Mike LaPeters to hear about their approach to partner programs in 2019 and beyond.

*Open to all attendees and exhibitors.*

## Participants

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

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

**Panelist: Mike LaPeters** - Vice President of Worldwide MSP & Channel Operations, Malwarebytes

**Panelist: Ayesha Prakash** - Head of Worldwide Channels and Partnerships, Flashpoint

## Community Advisory Board & MSPmentor Closed Meetup

5:00pm - 5:50pm  
Security Track presented with Dark Reading

Location: Concourse Level, Hall A, Roosevelt Room

Inaugural meetup of the 501er Community leadership.

*By invitation only.*

# SESSIONS

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## Go Inside the Channel Partners Thunderdome: UCaaS

5:00pm - 5:50pm  
Thunderdome

Location: Concourse Level, Hall A, Lincoln Room

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:

**Mario DeRiggi, Senior Vice President Channel Sales & Business Development, Vonage Business**

**Jim McGarry, the UCaaS Channel Director, Central Region, Mitel**

**John Young, EVP Global Sales, NetFortis**

**Wade Wing, Director, US Channels, Intrado (Formerly West)**

*Open to all attendees and exhibitors.*

## Participants

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

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

**Inquisitor: Andrew Griffiths** - VP of Business Development – CaaS and UCaaS, Telarus

**Inquisitor: Christine Sanni** - Mid-Atlantic South, Channel Manager, Intelisys

## Opportunities for the Modern Solution Provider: Responding to Threats! sponsored by Solarwinds MSP UK

5:30pm - 5:50pm  
Channel Partners Studio

Location: Concourse Level, Hall A, Booth 643

Is the market maturing or has it already matured? With so many changes in the way customers consume services, what does a solution provider need to know now to be relevant going into 2020? How do you optimize your portfolio of products/services to respond to the "as-a-service" ecosystem? What are the new and emerging ownership models for the major channel services providers and what do they mean for MSPs? What challenges, threats and opportunities lie ahead in the latest iteration of service delivery? Get a real-world perspective with actionable insights from Dave Sobel, senior director of MSP evangelism at SolarWinds MSP as he tackles these questions for the modern solution provider.

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

*Open to all attendees and exhibitors.*

## Power up your MSP Profits with Ingram Micro Security sponsored by Ingram Micro

6:10pm - 6:30pm  
Channel Partners Studio

Location: Concourse Level, Hall A, Booth 643

Learn how Ingram Micro can help solve today's MSP challenges, increase your profits and support your transformation initiatives. Let's talk about where the market is headed, how to adapt and how the Ingram Micro Cloud Marketplace can provide speed and scale while supporting your security practice.

Speaker: Craig Weir, Director of Cloud Sales, Ingram Micro

*Open to all attendees and exhibitors.*

## MSP 501 Awards Dinner presented by Channel Futures

6:30pm - 9:00pm  
Networking

Location: Level 1, West Salon

Join us at our 2nd annual awards dinner where we will honor and toast the 2019 class of MSP 501 Award Winners!

### 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 Reception

*Separate registration required.*

## MSP 501 Awards After Party

9:00pm - 10:00pm  
Networking

*Separate registration required.*

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8:00AM		8:30am - Alliance Makers Roundtables			8:30am - Business Transformation Station			8:30am - Expo Hall Open sponsored by AT&T	8:30am - Breakfast & Networking sponsored by AT&T 8:45am - Keynote 8:50am - Welcome		8:00am - Mitel Experience Center – Room 154A		8:30am - Recharge Zone sponsored by WTG, an AppSmart Company	8:00am - Registration sponsored by RingCentral								

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									Remarks 8:55am - The World in Focus: A Look at 2020													

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9:00AM						9:55a m - Alliance Makers @ The Theater			9:05a m - Fastball: The MSP of Tomorrow presented by Datto 9:15a m - MSP 501: What Makes a			9:00a m - CEER - Channel Engineering Ecosystem Roundtable 2019							9:00a m - VIP Session with Intelisys: Harnessing the Digital Opportunity		9:00a m - VIP Session with Moxtra: Guiding Your Clients with Their Mobile Strategy	

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									Winner 9:40am - Fastball: Reborn in the Cloud - Mitel's Transformation to Lead present-													

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									ed by Mitel 9:50am - IG-NITE the 5G Experience													

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10:00AM				10:25 am - The Culture Imperative: The Bedrock of High-Performing Organizations						10:25 am - Get Finance and IT Aligned for Hybrid Cloud Success												



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11:00AM				11:20 am - #ChooseYourFlavor: Sticky Solution Selling					11:55 am - Lunch & Networking sponsored by 8x8 Inc.	11:20 am - Strategies for MSP Success in the Burgeoning UCaaS Market												

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12:00PM			12:00 pm - BCM One Technology Lounge - Room : 154B						12:15 pm - Welcome 12:20 pm - Masters and Distributors Powerhouse 12:45 pm - Lightning Talk:									12:30 pm - VIP Session with Dell: Windows Server 2008: When End of Support Means the Start of		12:30 pm - VIP Session with Mitel		

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									The Modern Seller: Ambassador Factor 12:55 pm - Fastball: We Have You Covered With the								MSP Services					

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								Right Network, the Right Solutions and the Right Partnership presented by Spectrum Partner														

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1:00PM									1:05p m - Trailblazer 1:15p m - Fastball: The Phone System for Modern Business present-													

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								ed by Aircall 1:25p m - Col- laboration Un- leashed: Tap Into the Pow- er of Peo- ple														

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2:00PM	2:00pm - Demystifying 5G's Arrival														2:00pm - Security 2020: What VC Funding Reveals About Future Trends		2:30pm - VIP Session: AVANT: Disruption Survival Guide for the Trusted Adviser					



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3:00PM	3:00pm - Wi-Fi 6 and Your Customers														3:00pm - Build vs. Buy: Security Operations Center Decision Time							

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The Venetian & Sands Expo  
Las Vegas

TIME	5G & WI-FI 6 PRESENTED WITH LIGHT READING	AL-LIANCE MAKERS ROUNDTABLES	BCM ONE TECHNOLOGY LOUNGE	BUSINESS STRATEGY TRACK	BUSINESS TRANSFORMATION STATION	CHANNEL FUTURE THEATER	CHANNEL PARTNERS STUDIO	EXPO HALL	KEYNOTE PROGRAMMING	MARKETING & TECHNOLOGY TRACK	MITEL EXPERIENCE CENTER	NETWORKING	RECHARGE ZONE SPONSORED BY WTG, AN APPSMART COMPANY	REGISTRATION	SECURITY TRACK PRESENTED WITH DARK READING	THUNDERDOME	VIP SESSION WITH AVANT	VIP SESSION WITH DELL	VIP SESSION WITH INTELISYS	VIP SESSION WITH MITEL	VIP SESSION WITH MOXTRA	WELCOME RECEPTION
4:00PM						4:00p m - The Channel Goes Head-to-Head on Convergence 4:40p m - Inside Partner Program	4:00p m - Coffee with Craig & Kevin 4:15p m - Channel Partners Studio Interviews					4:30p m - Diversity & Inclusion Business Resource Group Happy Hour			4:00p m - The MDR Opportunity: Who, What & Why	4:00p m - NEW! Go Inside the Channel Partners Thunderdome: Mobile 5G						4:00p m - Welcome Reception in the Expo Hall

# SCHEDULE

TUESDAY, SEPTEMBER 10 - 10/09/2019

Channel Partners Evolution Conference & Expo

September 8-11, 2020  
The Venetian & Sands Expo  
Las Vegas

TIME	5G & WI-FI 6 PRESENTED WITH LIGHT READING	AL- LIANC E MAK- ERS ROUN DTA- BLES	BCM ONE TECH- NOLO- GY LOUN GE	BUSI- NESS STRA- TEGY TRAC K	BUSI- NESS TRAN- SFOR- MA- TION STA- TION	CHA NNEL FU- TURE S THE- ATER	CHA NNEL PART- NERS STU- DIO	EXPO HALL	KEYN OTE PRO- GRA M- MING	MAR- KET- ING & TECH- NOLO- GY TRAC K	MITEL EXPE- RI- ENCE CEN- TER	NET- WOR KING	RECH ARGE ZONE SPO N- SORE D BY WTG, AN APPS- MART COM- PANY	REG- IS- TRA- TION	SECU- RITY TRAC K PRE- SENT- ED WITH DARK READ- ING	THU NDER- DOME	VIP SES- SION WITH AVAN T	VIP SES- SION WITH DELL	VIP SES- SION WITH IN- TELIS YS	VIP SES- SION WITH MITEL	VIP SES- SION WITH MOX- TRA	WELO ME RE- CEP- TION
						s: Chan- nel Chief Roun dtable																

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5:00PM							5:30p m - Opportunities for the Modern Solution Provider: Responding to Threats! sponsored								5:00p m - Community Advisory Board & MSP-mentor Closed Meet-up	5:00p m - Go Inside the Channel Partners Thunder-dome: UCaaS						

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							by Solarwinds MSP UK															

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6:00PM						6:10pm - Power up your MSP Profits with Ingram Micro Security sponsored by Ingram Micro						6:30pm - MSP 501 Awards Dinner presented by Channel Futures										

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7:00PM																						
8:00PM																						
9:00PM												9:00pm - MSP 501 Awards After Party										

# SESSIONS

WEDNESDAY, SEPTEMBER 11 - 11/09/2019

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Las Vegas

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## Mitel Experience Center – Room 154A

8:00am - 7:00pm  
Mitel Experience Center

Location: Level 1, Room 154A

### Reborn in the Cloud With Mitel

Enjoy some drinks and snacks while you view live demos of hot-off-the-press solutions such as our MiCloud Connect CX contact center offering. We'll walk you through our complete MiCloud Connect portfolio and highlight some differentiators, new partner programs and SPIFFs. Have specific questions on how Mitel can help your business be "reborn in the cloud?" Set up a meeting with us today or simply stop by and speak to any of the Mitel staff on-site.

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

Schedule a meeting at:  
<https://mitelcpevo19.youcanbook.me>

Open to all attendees.

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## Registration sponsored by RingCentral

8:30am - 6:00pm  
Registration

Location: Concourse Level, Hall A

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## Breakfast & Networking sponsored by Datto

8:30am - 8:45am  
Keynote Programming

Location: Level 1, West Salon

Open to all attendees.

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## Expo Hall Open sponsored by AT&T

8:30am - 6:00pm  
Expo Hall

Location: Concourse Level, Hall A

Open to all attendees and exhibitors.

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## Alliance Makers Roundtables

8:30am - 5:00pm  
Alliance Makers Roundtables

Location: Concourse Level, Hall A, Registration

Open to Exhibitors, Sponsors & Supplier Badges.

### Schedule:

#### 8:30 - 9:10 a.m.

Roundtable 1 Marketing w Kathryn Rose

Roundtable 2 Sales Compensation Strategies with Michael Schmidtman

Roundtable 3

#### 9:20 - 10:00 a.m.

Roundtable 1

Roundtable 2

Roundtable 3

#### 10:10 - 10:50 a.m.

Roundtable 1

Roundtable 2

Roundtable 3

#### 11:00 a.m. – Noon

1:1 with Janet Schijns and Tina Gravel - Channel Myths - Recruiting Performing Partners

#### 12:00 - 12:40 p.m.

Roundtable 1 Sales with Kathryn Rose

Roundtable 2 Shark Tank Continued with Janet Schijns

Roundtable 3

#### 12:50 - 1:30 p.m.

Roundtable 1

Roundtable 2

Roundtable 3

#### 1:40 - 2:20 p.m.

Roundtable 1 Objection Handling – How to Get to Yes with Carrie Simpson

Roundtable 2

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Roundtable 3

#### 3:00 – 5:00 p.m.

1:1

### Participants

**Tina Gravel** - SVP Global Channels and Alliances, Cyxtera

**Kathryn Rose** - Founder, wiseHer

**Janet Schijns** - CEO, JS Group

**Michael Schmidtman** - Peer Group Facilitator and Business Coach, Trans4mers

**Carrie Simpson** - CEO and Founder, Managed Sales Pros

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## Recharge Zone sponsored by WTG, an AppSmart Company

8:30am - 6:00pm

Recharge Zone sponsored by WTG, an AppSmart Company

Location: Concourse Level, Hall A, Booth 717

WTG is bringing the relaxation solution to Evolution. Drop by the Recharging Zone, juice up your phone, put your feet up or meet with other attendees – and don't forget to book some time with our massage therapists.

Open to all attendees & Exhibitors.

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## Business Transformation Station

8:30am - 6:00pm

Business Transformation Station

Location: Concourse Level, Hall A, Booth 301

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.

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### Welcome

8:45am - 8:50am

Keynote Programming

Location: Level 1, West Salon

Open to all attendees.

### Participants

**Keynote Emcee: Mike LaPeters** - Vice President of Worldwide MSP & Channel Operations, Malwarebytes

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## Lightning Talk: 5 Hard Facts You Need to Face About Your Business

8:50am - 9:00am  
Keynote Programming

Location: Level 1, West Salon

For a large, successful managed solution provider, it's humbling to be told that you're not as lean and mean as you thought. That's just what happened when my company opened its books and asked a top consultant to analyze policies, practices and metrics. I won't lie — the conversation got a bit ugly at times. But in the end, we realized that we needed to STOP, RETHINK and RE-STRATEGIZE.

In this lightning talk, we will share key insights, KPIs and recommendations from that consulting engagement. If you can face a few hard truths, the outcome will be a more efficient approach to doing business and better results over the long term.

Open to all attendees.

### Participants

**Speaker: Andy Steinke** - Director, Channel Sales, BCM One

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## Trailblazer: Cyber 2021: What Today's DoD Projects Reveal About Tomorrow's Enterprise Threat Landscape

9:00am - 9:10am  
Keynote Programming

Location: Level 1, West Salon

Supporting the combatant is a core mission of the DoD. There are new innovations spanning from AI to SecOps, but few enterprise organizations — or the partners that support them — leverage them to help reduce risk. Join Michael A. Davis, author of "Hacking Exposed," to learn about the latest DoD projects and their implications for the security programs MSPs offer their enterprise clients, plus what advanced technology and processes used within the DoD are ready for the enterprise.

Open to all attendees.

### Participants

**Speaker: Mike Davis** - CTO, GoSecure

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## VIP Session with Tech Data: Adventures in Cyber Security: Hacks to Improve Your Cyber Programs

9:00am - 10:00am  
VIP Session with Tech Data

Location: Concourse Level, Hall A, Roosevelt Room

New cyberthreats are emerging daily and are posing complex challenges to companies of all sizes. Many of these companies not only expect their solution providers to address their current security challenges, often times through managed services, but anticipate future security risks. In this session, you will learn how to design security into your managed services strategy and how Tech Data can help you produce a well-thought out security roadmap for your transformation.

*Separate registration required.*

*Already registered? Contact [Lauriel Wright](#) to reserve your seat.*

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## VIP Session with Fortinet: Building Your MSSP Practice to Meet the Market Demands

9:00am - 10:00am  
VIP Session with Fortinet

Location: Concourse Level, Hall A, Lincoln Room

Your customers are evolving, the technology landscape is evolving, and if you're not evolving, you're likely to be left in the dust. SD-WAN, IoT, the desire for cloud-based services, just to name a few, mean you need to build and adapt your services practice to meet the new demand. Join us for an informative, actionable session to learn what steps you should take to evolve your services practice into one that will not only meet new demands, but be quickly profitable.

*Separate registration required.*

*Already registered? Contact [Lauriel Wright](#) to reserve your seat.*

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## Fastball: AVANT: 10X Your Business as a Trusted Adviser presented by AVANT

9:10am - 9:20am  
Keynote Programming

Location: Level 1, West Salon

Join Drew Lydecker, president and co-founder of AVANT, as he shares insights on how fast your customers are evolving from their legacy IT platforms to today's next-generation solutions, like SD-WAN, UCaaS and cybersecurity. It is the Golden Age of the Trusted Adviser, and there has never been a better opportunity to be in the position you are in! Come see why at our Fastball!

**Speaker: Drew Lydecker**, Co-Founder & President, AVANT

Open to all attendees.

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## Inside The Mind of a Transformational CIO.

9:20am - 9:45am  
Keynote Programming

Location: Level 1, West Salon

As an intense future of innovation and disruption unfolds, the CIO and other IT leaders are becoming more and more critical to business success. Indeed, as business leaders see opportunities in digital transformation, internet of things, blockchain, mobile, multicloud, analytics, AI and more, they expect CIOs to not just support these transformative initiatives, but to own and drive them.

This session will give you insight into the mindset of this new "transformational CIO," including:

- The key technologies, approaches and roles they are adopting to deliver 'New IT'
- Their changing attitudes regarding technology, business and innovation
- How to help them drive digital innovation and meet business goals

With many real-world examples, you will learn about new opportunities to become an indispensable partner for the transformational CIO as they fuel disruption, innovation and business success.

Open to all attendees.

### Participants

**Speaker: Andi Mann** - Chief Technology Advocate, Splunk

## Fastball: Disrupting the Channel to Take the Hassle Out of Technology presented by AppSmart

9:45am - 9:55am  
Keynote Programming

Location: Level 1, West Salon

With IT complexity on the rise, it can be a huge pain in the you-know-what for companies to find the technology they need. We offer leading solutions across a range of categories — cloud, connectivity, mobile, energy and more — available through one marketplace to access, manage and get support.

Speakers: Vince Bradley, AppSmart & Van Murray, AppSmart

Open to all attendees.

## The Massive Growth Opportunity for the Channel

9:55am - 10:20am  
Keynote Programming

Location: Level 1, West Salon

The channel is poised to grow, on average, 72 percent over the next four years. That's going to be accomplished through great support, sales, marketing and vendor relationships. At Datto, we are developing our MSP-only technology at a rapid pace to give you competitive advantages and significant growth opportunities. In this keynote, we'll explain how.

Open to all attendees.

### Participants

**Speaker: Rob Rae** - Vice President of Business Development, Datto

## Alliance Makers @ The Theater

9:55am - 11:00am  
Channel Futures Theater

Location: Concourse Level, Hall A, Booth 325

*Open to those with Exhibitor, Sponsor and Supplier Badges.*

### Schedule:

9:55 - 10:00 a.m. Welcome with Erick Simpson

10:00 - 10:20 a.m. Is Automation Helping or Hurting Your Sales Process? With Carrie Simpson

10:20 - 10:40 a.m. Teaching Your Partners to Fish In a New Pond with Jean O'Neill

10:40 - 11:00 a.m. Close More Faster with Social Selling with Kathryn Rose

### Participants

**Angela Leavitt** - Founder, Chief Mojo-Making Officer, Mojo Marketing

**Jean O'Neill** - Vice President Channel, Cyxtera

**Kathryn Rose** - Founder, wiseHer

**Carrie Simpson** - CEO and Founder, Managed Sales Pros

**Erick Simpson** - Chief Strategist, ErickSimpson.com

## Reality Checking the Master Agent Relationship

10:25am - 11:10am  
Business Strategy Track

Location: Concourse Level, Hall A, Lincoln Room

For MSPs, working with a master agent is the key to adding cloud, telecom and other recurring as-a-service revenue — and profit — generators. However, MSPs need to understand just what they can expect. In this session, Jeff Sumner, co-founder of Corporate Technologies Group, will reveal the differences to look for among the large masters, what level of hand-holding you can realistically expect and key points to look for in contracts. What are reasonable expectations for quoting and resolving issues for customers and what are the must-ask questions around payouts, margins, renewal terms and more? Join us to find out.

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

### Participants

**Moderator: Jeff Sumner** - Co-Founder, Corporate Technologies Group

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

## Meet the Rainmakers

10:25am - 11:10am  
Marketing & Technology Track

Location: Concourse Level, Hall A, Roosevelt Room

Who are the most successful people in the channel, and what can you learn from them? This rock-star panel consists of sales and thought leaders who consistently outsell, out-earn, and outthink the competition. Each panelist is a recognized industry leader who delivers a staggering 10 times — or more — industry-average sales productivity.

We'll drill down into what these high achievers do to deliver peak performance in sales and business development. How they create a high-achievement corporate culture and attract top talent. How they identify, target and win the "whale" accounts. How they stay two steps ahead of everyone else.

You will learn:

Secrets to winning \$100,000+ monthly recurring revenue accounts

- How to create a lead-generation engine
- Tips to maximize sales and marketing automation tools
- Tricks for managing high-performance sales teams

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

### Participants

**Moderator: Michael Schmidtman** - Peer Group Facilitator and Business Coach, Trans4mers

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

**Panelist: Michelle Hyde** - President & Founder, Hyde Group

**Panelist: Frank Lusko** - EVP Sales & Marketing, CWPS

## VIP Session with Moxtra: Guiding Your Clients with Their Mobile Strategy

11:00am - 11:45am  
Channel Futures Theater

To stay competitive in today's mobile world, businesses need their own mobile apps to deliver a high-touch, on-demand experience to their customers. Explore how you can deliver powerful digital business applications for your clients, so they can secure the growth and loyalty of their end customers.

Location: Concourse Level, Hall A, Booth 325

# SESSIONS

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## Are You Experienced? How CX Matters in Today's Market

11:20am - 12:05pm  
Business Strategy Track

Location: Concourse Level, Hall A, Lincoln Room

Today, 89% of companies in the overall economy say they compete primarily on the basis of customer experience. They have good reason for doing so. The quality of CX often determines whether clients stick with or ditch a brand. In the channel, firms are jockeying to leverage today's emerging CX tools, integrated touchpoints and customer support mechanisms to provide a positive journey for their clients. Join this session for the latest CompTIA research that explores how today's channel companies are upping their CX game, from business development and sales efforts to onboarding and ongoing support.

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

### Participants

**Moderator: Carolyn April** - Senior Director, Industry Analysis, CompTIA

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## Cold Calling for Fun and Profit

11:20am - 12:05pm  
Marketing & Technology Track

Location: Concourse Level, Hall A, Roosevelt Room

We get it, you hate cold calling. That's because you're not doing it right. In this session you'll learn techniques for success from an expert on the art and science of cold calling, including real-world examples of calls that went very, very wrong and a few that earned MSPs new business.

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

### Participants

**Speaker: Carrie Simpson** - CEO and Founder, Managed Sales Pros

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## Lunch & Networking sponsored by Verizon

11:55am - 12:15pm  
Keynote Programming

Location: Level 1, West Salon

*Open to all attendees.*

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## BCM One Technology Lounge - Room: 154B

12:00pm - 4:00pm  
BCM One Technology Lounge

Location: Level 1, Room 154B

### Come for a Drink, Stay for the Partnership

Stop by the BCM One Technology Lounge – Room: 154B. 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](mailto:marketing@bcmone.com).

*Open to all attendees.*

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## Welcome

12:15pm - 12:20pm  
Keynote Programming

Location: Level 1, West Salon

*Open to all attendees.*

### Participants

**Keynote Emcee: Andrew Pryfogle** - Chief Market Development Officer, Pax8

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## It Takes an Ecosystem: How Partnerships Can Drive Digital Transformation

12:20pm - 12:45pm  
Keynote Programming

Location: Level 1, West Salon

Enterprises are undergoing digital transformations and are increasingly working with an ecosystem of cloud providers, systems integrators, solutions providers, technology integrators and more. During this keynote, Carolee Gearhart, vice president of worldwide channel sales at Google Cloud, will explore the critical role that partnerships play in driving customer success, as well as the opportunities that digital transformation is creating for an entire ecosystem of cloud-centric businesses

*Open to all attendees.*

### Participants

**Speaker: Carolee Gearhart** - Global Channel Chief, Vice President of Worldwide Channel Sales, Google Cloud

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## VIP Session with Flexential: Selling DR Solutions: How to Start the Conversation and Position It

12:30pm - 1:30pm  
VIP Session with Flexential

Research reports predict the Disaster Recover as a Service (DRaaS) market will be worth over 12 billion by 2022. Disaster recovery is top of mind for all organizations regardless of how critical or the size of their applications. As companies evaluate their business the number one focus will be the customer experience and the uptime of their applications. Learn why it is important, as a trusted advisor, to position DRaaS to your customers. With only 18% of businesses ready to recover from a disaster (natural, human error or ransomware), now is the perfect time to learn how and why you should be including these services on every proposal.

Location: Concourse Level, Hall A, Lincoln Room

*Separate registration required.*

Already registered? Contact [Lauriel Wright](#) to reserve your seat.

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## VIP Session with Oracle: Time to Deliver the Self-Driving, Self-Healing Network

12:30pm - 1:30pm  
VIP Session with Oracle

Location: Concourse Level, Hall A, Roosevelt Room

Enterprises are rethinking their network as applications shift to the cloud, IT becomes more distributed, and data resides everywhere. Oracle's unique position as both a cloud application and SD-WAN provider is helping customers:

- Deliver the most reliable and best performing cloud experience possible through its application aware network
- Provide a self-driving and healing network resulting in exceptional quality of experience for end users and services
- Operate their network with full visibility and unparalleled failsafe capabilities

Join us to learn how Oracle's VP SD-WAN Software Design and Co-Founder of Talari Networks, John Dickey, is building the future of the SD-WAN space.

You will also hear from Gary Levy, VP of Enterprise Communications Sales; George Just, VP SD-WAN Sales; and our expert partner panel on how to leverage the power of Oracle's Failsafe SD-WAN to grow your business.

## Oracle Communications: The Power of Partners

Gary Levy--VP Enterprise Communications Channels--Oracle Communications

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

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## FailSafe SD-WAN: The Self-Driving, Self-Healing Network

John Dickey--VP SD-WAN Software Design and Co-Founder of Talari Networks--Oracle Communications

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## Partner Panel: Safeguard Your Applications

Drew Lydecker--Co-Founder and President--Avant

Eric Ludwig--Team Lead - Integrated Technology Solutions--CDW

John DeLozier-Global Channel Chief-8x8

Paul Cannon-Principle Product Marketing; Microsoft Teams, Microsoft Corporation

*Separate registration required.*

Already registered? Contact [Lauriel Wright](#) to reserve your seat.

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## Fastball: What's New With Poly

12:45pm - 12:55pm  
Keynote Programming

Location: Level 1, West Salon

Learn more about the new Poly and our broad portfolio of endpoints for channel partners selling hosted voice solutions. We'll unveil the latest additions to our voice product portfolio, which will enable you to sell Poly endpoints to a broader range of customers!

Speaker: Darren Knapp, Director, Global Cloud and Service Provider Group at Poly

*Open to all attendees.*

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## TopGun 51 Next-Gen Channel Leader Panel

12:55pm - 1:20pm  
Keynote Programming

Location: Level 1, West Salon

Join Diane Krakora, founder and CEO of PartnerPath as she asks three Top Gun 51 award winners about what it takes to be a next-generation channel leader -- which is first and foremost about executing their company's strategy to drive partner and customer success. How do next-gen channel leaders strike a balance between being an evangelist for partners externally as well as gaining and maintaining partner trust, while keeping the channel IQ front and center internally with their company executives? What are the top three traits that next-gen channel leaders must continually hone? What are their most pressing challenges? Panelists include John Muscarella, senior director of sales, Cox Business; Craig Schlagbaum, vice president indirect channels, Comcast Business; and Suzanne Swanson, vice president, worldwide channels, Trustwave.

*Open to all attendees.*

## Participants

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

**Panelist: John Muscarella** - Senior Director of Sales, Cox Business

**Panelist: Craig Schlagbaum** - Vice President and Channel Chief, Comcast Business

**Panelist: Suzanne Swanson** - Vice President, Worldwide Channels, Trustwave

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## Lightning Talk: Teach Old Cities New Tricks: The Public Sector Cloud Opportunity presented by AWS

1:20pm - 1:30pm  
Keynote Programming

Location: Level 1, West Salon

State and local government customers are looking to the cloud for citizen services, justice and public safety, transportation, health and more. Tap into this growing opportunity with Amazon Web Services (AWS) -- the cloud with the most functionality, innovation and experience. From smart cities to dashboards to abate homelessness and opioid usage, you can help agencies nationwide achieve their missions to better serve constituents. Attend the keynote to learn about the total available market within state and local governments nationwide.

Speaker: Dan Kasun, Head of ISV Alliances, Worldwide Public Sector

*Open to all attendees.*

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## 5G to the Future: How Verizon Is Enabling Partners With LTE to 5G

1:30pm - 1:55pm  
Keynote Programming

Location: Level 1, West Salon

Come and learn how LTE, LTE Advanced and 5G technologies will be transforming the partnership landscape with Verizon.

*Open to all attendees.*

## Participants

**Speaker: Erik Varney** - Managing Partner, IoT Resale, Verizon Business Group

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## Reality Check 2020: The Most Overhyped & Least Understood Trends in the Channel

2:00pm - 2:45pm  
Business Strategy Track

Location: Concourse Level, Hall A, Lincoln Room

Be honest: Are you really selling a ton of “digital transformation” services? Or pounds of IoT gear? Alternatively, you may be missing out on a huge opportunity that you simply don’t understand. If so, we have you covered. Herein, four channel leaders discuss the most overrated and underappreciated developments in the channel today.

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

### Participants

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

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

**Panelist: Christopher Rajiah** - SVP, Global Alliances & Partnerships, Alert Logic

**Panelist: John Tonthat** - Vice President of Enterprise Sales, Ingram Micro

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## Training: The Continuous Need for Professional Development

2:00pm - 2:45pm  
Careers Track

Location: Concourse Level, Hall A, Roosevelt Room

They say once you learn to ride a bike you never forget. In today’s complex world, that bike is constantly changing, and the learning never stops. Training is important for all professions and essential for organizational success and employee retention. Not only is it often overlooked, many organizations incorrectly assume that their staffs will seek out training on their own or that providing them with advanced training will make them more appealing to competition — and that’s taking a big chance with a valuable resource. This session will give insight into how to establish — and prioritize — training for your staff. We will outline a program that addresses organizational culture, management objectives and the needs of individuals within your staff. Training is about winning battles in a constantly changing environment.

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

### Participants

**Speaker: Edward Tuorinsky** - Managing Principal, DTS

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## Coffee with Craig & Kevin

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

Location: Concourse Level, Hall A, Booth 643

Coffee with Craig & Kevin, the Channel Partners podcast, welcomes industry experts to discuss the hottest topics in the channel, including the latest in technology and how you can improve your business. Join them live at Evolution and hear what’s on the minds of top vendors, master agents, distributors and partners — with a unique brand of humor built in.

*Open to all attendees & exhibitors.*

### Participants

**Craig Galbraith** - Executive Editor, Channel Partners/Channel Futures

**Kevin Morris** - Director, Business Development, Channel Partners/Channel Futures

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## Data Center 2020: 3 Trends Changing the Game for Partners

2:00pm - 2:40pm  
Channel Futures Theater

Location: Concourse Level, Hall A, Booth 325

Join us on the Channel Futures Theater stage for expert insights on how next-generation technologies are impacting the data center industry, from both a supply and demand perspective and in terms of the competitive landscape. Topics include threats and opportunities in public, private and hybrid cloud; winners and losers in the ongoing market consolidation sweep; emerging technologies such as edge computing, IoT and blockchain, and their impact on the data center industry; and more.

*Open to all attendees and exhibitors.*

### Participants

**Moderator: Dany Bouchédid** - CEO, COLOTRAQ

**Panelist: Lisa Marks-Canty** - CEO, DocBlox

**Panelist: Nancy Ridge** - Founder & President, Ridge Innovative

**Panelist: Jake Sherrill** - Founder/Chairman, Tier4 Advisors

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## Channel Partners Studio Interviews

2:40pm - 2:55pm  
Channel Partners Studio

Schedule:

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

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## Why Business Value Should Be Your First Concern and How to Create More of It

3:00pm - 3:45pm  
Business Strategy Track

Location: Concourse Level, Hall A, Lincoln Room

This session will focus on the importance of creating business value in your organization. Every company transitions, and the outcome of that action is completely dependent upon business value. The session will address why it matters and, more importantly, explore the levers available in your company to create more business value as well as the detractors that can deflate it. We’ll look at positive actions you can take which ultimately translate into a better future. There will be plenty of examples and stories of the good, the bad and the ugly.

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

### Participants

**Speaker: Arlin Sorensen** - VP Peer Groups, ConnectWise

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## How “Birds of a Feather” Groups Can Help Your Business Soar

3:00pm - 3:45pm  
Careers Track

Location: Concourse Level, Hall A, Roosevelt Room

Join this unique panel of representatives from the special interest groups that meet at Channel Partners events. They’ll share insights on how to engage with their members, why you should support BoF efforts in your business and tips on filling your hiring pipeline with a diverse flock of talented people.

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

### Participants

**Moderator: James Anderson** - Associate Editor, Channel Partners

**Panelist: Stacy Conrad** - Director of Channel Sales, Southeast, TPx

**Panelist: Hilary Gadda** - Co-Founder, Alliance of Channel Women & Director, National Channel Development, TPx Communications

**Panelist: Kelli McMillan** - Channel Sales Manager - Partner Advocate, Five9

**Panelist: Tamara Prazak** - Director, Channel Strategy & Marketing, Cyxtera

**Panelist: Dante White** - Channel Sales Director, RingLogix

# SESSIONS

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## New Exhibitors News Desk

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

Location: Concourse Level, Hall A, Booth 643

*Open to all attendees and exhibitors.*

## Don't Fear Security Selling

3:10pm - 3:50pm  
Channel Futures Theater

Location: Concourse Level, Hall A, Booth 325

Are you the very first person your customer calls when they have a breach? If not, you're losing money, clients and mindshare. Many partners hold back from offering security services because they're worried about speaking the lingo or connecting with the right suppliers. Sound familiar? Then this session is for you. Avant Communications president and co-founder Drew Lydecker and a panel of peers will share security success stories and confidence builders so that when the next DDoS or ransomware attack hits, it's your number on speed dial.

*Open to all attendees and exhibitors.*

## Participants

**Moderator: Andrew Lydecker** - President, AVANT Communications

## Up Close and Personal With AWS on the Public Sector Cloud Opportunity sponsored by AWS

3:55pm - 4:15pm  
Channel Futures Theater

Location: Concourse Level, Hall A, Booth 325

The next market segment moving to the cloud is the public sector, particularly state and local government. Get up close and personal with Dan Kasun, head of ISV alliances, AWS, to learn how AWS works with partners to help public sector customers drive efficiencies and boost innovation with the AWS Cloud. Discover how to accelerate your business as an AWS Public Sector Partner by accessing AWS public sector sales, marketing, capture and proposal, funding teams and differentiation programs.

Speaker: Dan Kasun, Head of ISV Alliances, Worldwide Public Sector, AWS

*Open to all attendees & exhibitors.*

## Career Advice From the C-Suite

4:00pm - 4:50pm  
Careers Track

Location: Concourse Level, Hall A, Roosevelt Room

Join Bryon Beilman, CEO, iuvo Technologies; Dick Jalkut, CEO of TPx; Jason McGee, CEO of Connectwise; and our moderator Kathleen Connolly, General Manager at Informa Tech, for an intimate career discussion. Together these leaders have decades of experience in a wide variety of channel roles. If getting to "C" level is on your bucket list, this is your opportunity to gain first-hand insights.

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

## Participants

**Moderator: Kathleen Connolly** - General Manager, Informa Tech

**Panelist: Bryon Beilman** - CEO, iuvo Technologies

**Panelist: Jason Magee** - CEO, ConnectWise

**Panelist: Richard Jalkut** - President & CEO, TPx

## Go Inside the Channel Partners Thunderdome: RMM

4:00pm - 4:50pm  
Thunderdome

Location: Concourse Level, Hall A, Lincoln Room

What's the future of RMM? Opinions differ. (And so do hundreds of millions of investment dollars!)

Confused? So are we — sometimes. But not now: We have Rob Rae, vice president of business development at Datto, to set you straight.

In this session, Rae will take questions — many hostile from a vaunted panel of experts — about the future of RMM and PSA. You should be there. Why? Because what Rae says has relevance beyond the RMM market. He's Forrester Research's No. 1 "Most Connected Person in the Channel." Also, he's got plenty of things to say about his worldwide travels and close affinity with today's channel of MSPs, VARs, systems integrators, telecom agents and more. If you're interested in business trends, security, careers and even salaries and valuations, then don't miss this session.

Rae will take questions from a panel of experts, some of whom have a stated agenda, others who are just promising to be combative. They will demand answers on subjects ranging from go-to-market strategies, technological disruption or business model evolution and more.

You won't want to miss this..

WHY ATTEND? The choice of which RMM system to use is make-or-break for MSPs. While many have chosen their camps, these suppliers are in a private-equity-funded arms race to one-up one another and gather long-term and new managed service providers. This always-entertaining session is a must-attend if you're considering adding an RMM system or switching your supplier.

You will hear from the following suppliers during this session:

**Rob Rae, Vice President of Business Development, Datto**

*Open to all attendees and exhibitors.*

## Participants

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

**Inquisitor: Ben Schmerler** - Director of Strategic Operations, DP Solutions

**Inquisitor: Jeffrey Tebele** - Founder & CEO, RCS Professional Services

**Inquisitor: Greg VanDeWalker** - Sr Vice President IT Channel & Services, Collabrance

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## Turning Information to Insight sponsored by Intrado

4:05pm - 4:25pm  
Channel Partners Studio

Location: Concourse Level, Hall A, Booth 643

Connecting people and organizations with the right information at the right time is mission-critical to the success of any business today. In this session we will cover how partners can grow their revenue with cloud-based technologies that enable their customers to see the big picture and gain the insight needed to reach better decisions on the issues that matter most. Learn about new tools and enhancements available from Intrado that can facilitate an easier, more reliable and more efficient exchange of ideas and data.

Speaker: Wade Wing, Director, US Channels, Intrado

*Open to all attendees and exhibitors.*

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## Importance of Colo & Interconnection in a Cloud-Enabled World sponsored by Cyxtera

4:25pm - 4:45pm  
Channel Partners Studio

Location: Concourse Level, Hall A, Booth 643

In today's evolving hybrid IT and multicloud landscape, interconnection has never been more important. Are your clients prepared?

Please join Cyxtera for a panel discussion featuring AVANT, Intelisys and Telarus for key tips for leveraging colocation and interconnection as anchor solutions to increase your earnings and enable your clients to future-proof their hybrid IT deployments. Topics include how to guide your clients through:

- Deployments that accelerate time-to-market and reduce complexity
- Alternatives for workloads when cloud does not fit from a cost or security perspective
- Interconnection solutions that optimize costs and performance

Moderator: Tina Gravel, SVP Global Channels & Alliances, Cyxtera

Panelists:

Gerry Davis, Director of Solutions Engineering, Intelisys, a ScanSource Company

Jennifer Gallego, EVP of Sales West, AVANT

Richard Murray, COO, Telarus

*Open to all attendees and exhibitors.*

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## Channel Partners Studio Interview

4:45pm - 5:00pm  
Channel Partners Studio

Location: Concourse Level, Hall A, Booth 643

Schedule

4:45 - 5 p.m. AppSmart

*Open to all attendees and exhibitors.*

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## High-Margin, Low-Maintenance: Reselling Native Office 365 Email Security presented by Vade Secure

5:00pm - 5:50pm  
Partner Breakout Session

Location: Concourse Level, Hall A, Lincoln Room

Harvesting Microsoft Office 365 credentials is the most profitable activity for cybercriminals. That's why Microsoft is the most impersonated brand with hackers, who are increasingly using compromised legitimate Office 365 accounts to launch damaging attacks.

Discover how to grow your business by reselling Vade Secure's email security add-on for Office 365. Explore our solution's native O365 integration along with utilizing machine learning to block unknown phishing, spear phishing and malware attacks. Lastly, we'll introduce our new auto remediate feature and show you how you can offer ancillary threat remediation services to clients to further grow your business.

Speaker: Trey King, Solutions Architect with Vade Secure

*Open to all attendees and exhibitors.*

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## Channel Partners Awards Show

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

Location: Concourse Level, Hall A, Booth 643

*Open to all attendees and exhibitors.*

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## Business Transformation Station Live

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

Location: Concourse Level, Hall A, Booth 643

Join us at the Channel Partners Studio 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, Inteserra**

**George Leith, CRO, Vendasta**

**Jeff Lytle, President & Founder, Sandy Beaches Software**

**Brad Parnell, Senior Account Executive, IPpay**

*Open to all attendees and exhibitors.*

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## Passport Drawing

5:55pm - 6:00pm  
Channel Partners Studio

Location: Concourse Level, Hall A, Booth 643

*Open to all attendees and exhibitors.*

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## Channel Partners Top Gun 51 Awards Dinner

7:00pm - 8:30pm  
Networking

Location: RPM

The Channel Partners Top Gun 51 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.*

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<b>8:00AM</b>	8:30a m - Al- liance Mak- ers Round- tables			8:30a m - Busi- ness Trans- forma- tion Station				8:30a m - Ex- po Hall Open spon- sored by AT&T	8:30a m - Break- fast & Net- work- ing spon- sored by Dat- to  8:45a m - Wel- come  8:50a m - Light- ning Talk: 5 Hard		8:00a m - Mitel Expe- rience Center - Room 154A		8:30a m - Rechar- ge Zone spon- sored by WTG, an AppS- mart Com- pany	8:30a m - Regis- tration spon- sored by Ring- Central						



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									Facts You Need to Face About Your Busi- ness											

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9:00AM						9:55a m - Al- liance Mak- ers @ The The- ater			9:00a m - Trail- blazer: Cyber 2021: What To- day's DoD Pro- jects Reveal About Tomor- row's Enter- prise Threat Land- scape								9:00a m - VIP Ses- sion with Fortine t: Build- ing Your MSSP Prac- tice to Meet the Market De- mands		9:00a m - VIP Ses- sion with Tech Data: Adven- tures in Cy- ber Se- curity: Hacks to Im- prove Your Cyber Pro- grams	

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									<p>9:10a m - Fast- ball: AVANT : 10X Your Busi- ness as a Trust- ed Ad- viser pre- sent- ed by AVANT</p> <p>9:20a m - In- side The</p>											

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									Mind of a Trans- forma- tional CIO.  9:45a m - Fast- ball: Dis- rupting the Chan- nel to Take the Hassle Out of Tech- nology											

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									pre- sented by AppS- mart  9:55a m - The Mas- sive Growt h Op- portu- nity for the Chan- nel											

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10:00AM			10:25a m - Re- ality Check- ing the Master Agent Rela- tion- ship							10:25a m - Meet the Rain- mak- ers										

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11:00AM			11:20a m - Are You Experi- enced? How CX Mat- ters in To- day's Market			11:00a m - VIP Ses- sion with Mox- tra: Guid- ing Your Clients with Their Mobile Strate- gy			11:55a m - Lunch & Net- work- ing spon- sored by Ver- izon	11:20a m - Cold Calling for Fun and Profit										

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12:00PM		12:00p m - BCM One Tech- nology Lounge - Room: 154B							12:15p m - Wel- come  12:20p m - It Takes an Ecosy stem: How Part- ner- ships Can Drive Digital Trans- forma- tion								12:30p m - VIP Ses- sion with Flexen- tial: Selling DR So- lu- tions: How to Start the Con- versa- tion and Posi- tion It		12:30p m - VIP Ses- sion with Oracle: Time to De- liver the Self- Dri- ving, Self- Heal- ing Net- work	



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									12:45p m - Fast- ball: What's New With Poly  12:55p m - Top- Gun 51 Next- Gen Chan- nel Leader Panel											

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1:00PM									1:20p m - Light- ning Talk:Te ach Old Cities New Tricks: The Public Sector Cloud Oppor- tunity pre- sented by AWS											

# SCHEDULE

WEDNESDAY, SEPTEMBER 11 - 11/09/2019

Channel Partners Evolution Conference & Expo

September 8-11, 2020  
The Venetian & Sands Expo  
Las Vegas

TIME	AL- LIANCE MAK- ERS ROUN DTA- BLES	BCM ONE TECH- NOLO- GY LOUNG E	BUSI- NESS STRAT- EGY TRACK	BUSI- NESS TRAN SFOR- MA- TION STA- TION	CA- REERS TRACK	CHAN- NEL FU- TURES THE- ATER	CHAN- NEL PART- NERS STU- DIO	EXPO HALL	KEYNO TE PRO- GRAM- MING	MAR- KET- ING & TECH- NOLO- GY TRACK	MITEL EXPE- RI- ENCE CEN- TER	NET- WORK- ING	PART- NER BREA KOUT SES- SION	RECHA RGE ZONE SPON- SORED BY WTG, AN APPS- MART COM- PANY	REGIS- TRA- TION	THUN- DER- DOME	VIP SES- SION WITH FLEX- ENTIAL	VIP SES- SION WITH FORTI NET	VIP SES- SION WITH ORA- CLE	VIP SES- SION WITH TECH DATA
									1:30p m - 5G to the Future: How Veri- zon Is En- abling Part- ners With LTE to 5G											

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2:00PM			2:00p m - Re- ality Check 2020: The Most Over- hyped & Least Under- stood Trends in the Chan- nel		2:00p m - Train- ing: The Contin- uous Need for Profes- sional Devel- opment	2:00p m - Da- ta Cen- ter 2020: 3 Trends Chang- ing the Game for Part- ners	2:00p m - Coffee with Craig & Kevin  2:40p m - Chan- nel Part- ners Studio Inter- views														

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3:00PM			3:00p m - Why Busi- ness Value Should Be Your First Con- cern and How to Create More of It		3:00p m - How "Birds of a Feath- er" Group s Can Help Your Busi- ness Soar	3:10p m - Don't Fear Securi- ty Sell- ing  3:55p m - Up Close and Per- sonal With AWS on the Public Sector Cloud Oppor- tunity	3:05p m - New Ex- hibitor s News Desk													

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4:00PM					4:00p m - Ca- reer Advice From the C- Suite		4:05p m - Turn- ing In- forma- tion to Insight spon- sored by In- trado  4:25p m - Im- por- tance of Colo & Inter- con- nec- tion in a									4:00p m - Go Inside the Chan- nel Part- ners Thun- der- dome: RMM				

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							Cloud- En- abled World spon- sored by Cyx- tera  4:45p m - Chan- nel Part- ners Studio Inter- view													



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5:00PM							5:00p m - Chan- nel Part- ners Award s Show 5:25p m - Busi- ness Trans- forma- tion Station Live 5:55p m - Pass-						5:00p m - High- Mar- gin, Low- Main- te- nance: Re- selling Native Office 365 Email Securi- ty pre- sented by Vade Secure							

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							port Drawing													
6:00PM																				
7:00PM											7:00p m - Chan- nel Part- ners Top Gun 51 Award s Din- ner									

# SESSIONS

THURSDAY, SEPTEMBER 12 - 12/09/2019

Channel Partners Evolution Conference & Expo

September 8-11, 2020  
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## Registration sponsored by RingCentral

10:00am - 12:00pm  
Registration

Location: Concourse Level, Hall A

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## Expo Hall Open sponsored by AT&T

10:00am - 12:00pm  
Expo Hall

Location: Concourse Level, Hall A

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## Continental Breakfast sponsored by AT&T

10:00am - 12:00pm  
Networking

Location: Concourse Level, Hall A

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## Recharge Zone sponsored by AppSmart

10:00am - 12:00pm  
Recharge Zone sponsored by WTG, an AppSmart Company

Location: Concourse Level, Hall A, Booth 717

WTG is bringing the relaxation solution to Evolution. Drop by the Recharging Zone, juice up your phone, put your feet up or meet with other attendees — and don't forget to book some time with our massage therapists.

*Open to all attendees & Exhibitors.*

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## Business Transformation Station

10:00am - 12:00pm  
Business Transformation Station

Location: Concourse Level, Hall A, Booth 301

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.

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## Channel Futures Theater Shark Stage

10:30am - 11:35am  
Channel Futures Theater

Location: Concourse Level, Hall A, Booth 325

Startups and established vendors launching channel programs: Here's your chance to get in front of executives from some of the world's top master agents and distributors. We select six vendors. If you're one, you will have three minutes to sell our panel on why your product or service belongs on their line cards. They get six minutes to grill you. Then our panel and audience of partners vote. Who will be the PitchMaster champion? Join an all-star lineup of distributors and master agents, and our Pitchmaster of Ceremonies Janet Schijns to find out.

*Open to all attendees and exhibitors.*

*Already registered? Contact our [marketing team](#) to save your spot*

## Participants

**Pitchmaster of Ceremonies: Janet Schijns** - CEO, JS Group

**Shark: Rick Beckers** - CEO, XaaS

**Shark: Karin Fields** - CEO/COO, Microcorp

**Shark: Adam Knudsen** - Vice President of Sales Operations, TBI Inc.

**Shark: Eric Kohl** - Vice President, Security Business Unit, Ingram Micro

**Shark: Heather Murray** - Vice President, Security Solutions & New Vendor Acquisition, Tech Data

**Shark: Richard Murray** - Chief Operating Officer, Telarus

**Shark: Erick Simpson** - Chief Strategist, ErickSimpson.com

# SCHEDULE

THURSDAY, SEPTEMBER 12 - 12/09/2019

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<b>TIME</b>	<b>BUSINESS TRANSFORMATION STATION</b>	<b>CHANNEL FUTURES THEATER</b>	<b>EXPO HALL</b>	<b>NETWORKING</b>	<b>RECHARGE ZONE SPONSORED BY WTG, AN APPSMART COMPANY</b>	<b>REGISTRATION</b>
<b>10:00AM</b>	<b>10:00am</b> - Business Transformation Station	<b>10:30am</b> - Channel Futures Theater Shark Stage	<b>10:00am</b> - Expo Hall Open sponsored by AT&T	<b>10:00am</b> - Continental Breakfast sponsored by AT&T	<b>10:00am</b> - Recharge Zone sponsored by AppSmart	<b>10:00am</b> - Registration sponsored by RingCentral