Hindsight Is So 2020, This Is Insight
12:00 - 12:05
Keynote Programming
Open to all attendees and exhibitors.

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

Virtual Exhibition Hours
12:00 - 16:10
Expo Hall
Compare innovative solutions and services offered by 30+ key vendors, master agents and distributors.
Open to all show participants.

Technology as Magic
12:05 - 12:25
Keynote Programming
Video of this session is available on demand through February 2021 within the Swapcard platform for registered users who have an on-demand pass. On-demand access can be purchased for $59 - register here.

Alder Hey Children's Hospital is one of the world's most technologically advanced health care institutions. But what does that actually look like? Why is it important? And how do you achieve it in the NHS?

Iain Hennessey, consultant pediatrician neonatal surgeon and clinical director of innovation at Alder Hey Children’s Hospital, will provide a look at the latest technology and innovation methodology in health care. He will also present case studies on how technology has had a real impact on patients and their families.
Open to all attendees and exhibitors.

Quick-Fire Showcase: Supercharging Your UCaaS Business with AVANT and 8x8
12:25 - 12:30
Keynote Programming

Video of this session is available on demand through February 2021 within the Swapcard platform for registered users who have an on-demand pass. On-demand access can be purchased for $59 - register here.

Looking to sell UCaaS but don’t know where to start? A master agent can help put you on track for success. But not just any master agent. Find out why Avant does more business with 8x8 than any other master agent, and why 8x8 has been Avant’s International Supplier of the Year for two consecutive years. Rob Merhej, director of channel sales EMEA for Avant, and Keith Jackson, director of channel sales for 8x8, discuss why this partnership has been a perfect match and how you, as a trusted adviser, can work with both programs to supercharge your UCaaS business.
Open to all attendees and exhibitors.

Participants
Keith Jackson - EMEA Channel Sales Director, 8x8
Rob Merhej - Director of Channel Sales EMEA, AVANT

Quick-Fire Showcase: How to Keep Your People Safe and Operations Running During the COVID-19 Pandemic presented by Everbridge
12:30 - 12:35
Keynote Programming

Video of this session is available on demand through February 2021 within the Swapcard platform for registered users who have an on-demand pass. On-demand access can be purchased for $59 - register here.

COVID-19 has made us all aware of the fragility of our health, our economies and even our way of life. Join Everbridge Vice President of Channel Sales Jasmina Muller to hear best practices for reopening economies amid COVID-19, while most safely returning people to public spaces, offices and campuses.

Speaker: Jasmina Muller, Vice President, Global Channel Sales, Everbridge
Open to all attendees and exhibitors.

Participants
Jasmina Muller - VP, Global Channel Partnerships, Everbridge

Quick-Fire Showcase: Cost- and Time-Saving Benefits for You and Your Small Business Customers presented by Dell
12:35 - 12:40
Keynote Programming

Video of this session is available on demand through February 2021 within the Swapcard platform for registered users who have an on-demand pass. On-demand access can be purchased for $59 - register here.

If you're are an IT consultant/MSP helping U.K. small businesses to thrive, you will undoubtedly be up against cost- and time-saving challenges. That is where the U.K. Dell Expert Network can help. The Dell Expert Network is a support program for you to help your small business-customers grow. Let us show you how!

Speaker: Michael Harvey, UK DEN Sales Lead, UK Dell Expert Network
Open to all attendees and exhibitors.

Participants
Michael Harvey - UK DEN Sales Lead, Dell

The Marketing Superpower of Digital and Social Content
12:40 - 13:05
Keynote Programming

Video of this session is available on demand through February 2021 within the Swapcard platform for registered users who have an on-demand pass. On-demand access can be purchased for $59 - register here.

For technology businesses, digital marketing and social media content are more important than ever for building authority and trust with prospective clients. But how can you create valuable content for your digital brand in a way that stands out from the pack?

In this practical session for technology businesses, MSP design and brand expert Claire Jenks will show you ways to attract prospective customers and build raving fans for your business through content marketing strategies such as using blogs, videos (both online and personalised), knowledge banks, infographics, downloadable PDFs and checklists.

By the end of this session, you'll be able to create content that not only establishes your authority, but attracts new clients for your IT business as well.
Open to all attendees and exhibitors.

Participants
Claire Jenks - Design Director, Claire Jenks Graphic Design

We're proud to support Alder Hey Children's Charity and are donating USD 2,500 to help fund its technology and innovation. Learn more about the organisation >>

Participants
Iain Hennessey - Clinical Director of Innovation, Alder Hey Children's Health Park

Channel Partners Evolution Europe Virtual
2021 TBA
Park Plaza Victoria London
London
VIP Session: Transform Business Communications with Vonage — A Complete Tech Stack Success Story
13:05 - 13:25
VIP Session with Vonage

Video of this session is available on demand through February 2021 within the Swapcard platform for registered users who have an on-demand pass. On-demand access can be purchased for $59 - register here.

Learn how Vonage utilised its single communications stack capability to transform internal and external communications for the UK’s leading supplier of adapted and special purpose vehicles.

Speakers:
- Damien Pool, Vice President-Customer Success and Account Management, Vonage
- Darren Smith, SVP Solutions Engineering, Vonage

Open to all attendees and exhibitors.

Networking Break
13:25 - 14:00
Networking

Private Mobile Networks: How Can the Channel Profit?
14:00 - 14:20
Keynote Programming

Video of this session is available on demand through February 2021 within the Swapcard platform for registered users who have an on-demand pass. On-demand access can be purchased for $59 - register here.

Partners are overwhelmed by all of the emerging networking technologies today. Will 5G really take off? What about SD-WAN options? How do partners get remote workers securely connected in a new work from anywhere normal? Many enterprises today are turning to private mobile networks. In this session, Camille Mendler of research firm Omdia will discuss the status of private networks in Europe and globally, and how the partner opportunity is developing around these revenue drivers.

Open to all attendees and exhibitors.

Participants
Camille Mendler - Chief Analyst, Enterprise Services, Omdia

AVANT: The Platform for IT Decision-Making
14:20 - 14:40
Keynote Programming

Video of this session is available on demand through February 2021 within the Swapcard platform for registered users who have an on-demand pass. On-demand access can be purchased for $59 - register here.

Open to all attendees & exhibitors.

Participants
Jennifer Gallego - EVP Sales West, AVANT
Andrew Lydecker - President, AVANT Communications
Rob Merhej - Director of Channel Sales EMEA, AVANT

There Is No New Normal: Plan for Change with an Agile Culture
14:40 - 15:00
Keynote Programming

Video of this session is available on demand through February 2021 within the Swapcard platform for registered users who have an on-demand pass. On-demand access can be purchased for $59 - register here.

Estelle Johannes, director of member communities at CompTIA, shares her insights on what tech businesses can do to survive and thrive in uncertain times, when there is a flexible and agile culture. Learn how your business can leverage free resources detailing industry trends, develop strategies focused on the customer experience and gain invaluable knowledge and professional support through peer networking groups.

Open to all attendees & exhibitors.

Participants
Estelle Johannes - Director, Member Communities, CompTIA

Go Inside the Channel Partners Thunderdome: Security
15:00 - 15:30
Thunderdome

Video of this session is available on demand through February 2021 within the Swapcard platform for registered users who have an on-demand pass. On-demand access can be purchased for $59 - register here.

Security has become the most critical piece of technology a channel partner can deploy for its customer. A good security solution can literally save their business. In this popular Thunderdome, we bring together a number of top cybersecurity players to discuss the latest in the rapidly evolving security landscape. You’ll be able to decide who offers the best solutions and get insight into how to make them applicable to your customer and your business model.

Open to all attendees & exhibitors.

Participants
- Ringmaster: Bryan Reynolds - Director, Sales Operations, TBI
- Scott Barlow - Vice President of Global MSP, Sophos
- Jason Eberhardt - VP Global Cloud & MSP, Bitdefender

Beyond Stack and as-a-Service: The Revolution in Connected Communications
15:30 - 16:10
Keynote Programming

Video of this session is available on demand through February 2021 within the Swapcard platform for registered users who have an on-demand pass. On-demand access can be purchased for $59 - register here.

It is now essential that companies stay connected to employees and customers from anywhere, through whatever channel they choose: video, voice, messaging and chat. We look at the ways COVID-19 has accelerated the adoption of new communications channels, and whether this spells the end for traditional methods of communication. Also, what does this mean for the different channel players, and what are the opportunities and challenges for partners?

Open to all attendees & exhibitors.

Participants
Moderator: Christine Horton - Contributing Editor, Channel Futures
- Darren Smith - SVP Service & Solutions Group, Vonage
- Colin Wilson - Interim Head of Sales EMEA, Lumen
<table>
<thead>
<tr>
<th>TIME</th>
<th>EXPO HALL</th>
<th>KEYNOTE PROGRAMMING</th>
<th>NETWORKING</th>
<th>THUNDERDOMES</th>
<th>VIP SESSION WITH VONAGE</th>
</tr>
</thead>
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| 15:00 | | 15:30 - Beyond Stack and as-a-Service: The Revolution in Connected Communications | | 15:00 - Go Inside the Channel Partners Thunderdome: Security | |
VIP Session: The AVANT Pathfinder: A Proven Sales Tool for Accelerating Business with Customers
12:45 - 13:05
VIP Session With AVANT
Video of this session is available on demand through February 2021 within the Swapcard platform for registered users who have an on-demand pass. On-demand access can be purchased for $59 - register here.

What if you could put the universe of technology at your fingertips? The Pathfinder is a customer-facing tool that navigates your customers’ needs in real time and helps you to deliver best-fit solutions. With in-depth research and real sales market analysis, this tool will separate you from the competition. With a proven track record of accelerating time to revenue and increasing the number of services customers buy, Pathfinder enables you to be a true trusted adviser.

Join Drew Lydecker, president and co-founder, and Louka Loucas, channel manager EMEA, as they share the latest high impact enhancements to the Pathfinder.

Speakers:
- Andrew Lydecker, President & Co-Founder, AVANT
- Louka Loucas, Channel Manager EMEA, AVANT

Open to all attendees and exhibitors.

Networking Break
13:05 - 13:35
Networking
Open to all attendees & exhibitors.

Top Trends in IT Digital Transformation in 2020
13:35 - 13:55
Keynote Programming
Video of this session is available on demand through February 2021 within the Swapcard platform for registered users who have an on-demand pass. On-demand access can be purchased for $59 - register here.

2020 has been a pivotal year for many companies. Simon Bennett of Rackspace Technology shares what he’s seeing in the industry and how customers are being helped to tackle complex transformations. He’ll also discuss how a channel program can help you bring more value to your customers and increase your revenue.

Open to all attendees and exhibitors.

Participants
Speaker: Simon Bennett - CTO - EMEA, Rackspace

Pivoting and Leveraging Opportunities in 2021
13:55 - 14:15
Keynote Programming
Video of this session is available on demand through February 2021 within the Swapcard platform for registered users who have an on-demand pass. On-demand access can be purchased for $59 - register here.

By now you’ve most likely heard or read some form of help navigating the uncertainty brought on by the COVID-19 outbreak and what strategy to implement for your business. This partner success panel, led by Tim Walker of Aura, Andrew Allen of Aabyss Limited and Mitesh Patel of Fifosys, will turn the conversation on its head. The panel will focus on the pivots each member has made and opportunities they have leveraged to succeed during this challenging year. You’ll want to be in on this unique discussion.

Open to all attendees & exhibitors.

Participants
Moderator: Allison Francis - Editor, Channel Partners
Andrew Allen - Chief Executive, Aabyss Limited
Mitesh Patel - Managing Director, Fifosys
Tim Walker - Managing Director, Aura Technology Ltd.

The Channel Evolution Story: From Early Telecom to the 4th Industrial Revolution
14:15 - 14:35
Keynote Programming
Video of this session is available on demand through February 2021 within the Swapcard platform for registered users who have an on-demand pass. On-demand access can be purchased for $59 - register here.

Join Craig Patterson, division vice president, indirect sales at Lumen, to get a brief but eye-opening history lesson on the evolution of the indirect channel and how the 4th Industrial Revolution is driving tremendous opportunity for growth of channel partners worldwide. You will hear about direct selling best practices, the vast international market landscape and how Lumen is positioned to help you grow.

Open to all attendees & exhibitors.

Participants
Craig Patterson - Division Vice President, Indirect Sales, Lumen
The New Edge
14:35 - 14:55
Keynote Programming

Video of this session is available on demand through February 2021 within the Swapcard platform for registered users who have an on-demand pass. On-demand access can be purchased for $59 - register here.

Networking has focused on the main office up until now. Indeed, even though SD-WAN has shifted the conversation to the branch office in recent years, the shift to remote work has distributed employees and workloads in an unprecedented way. The edge is more than a branch office. It’s library and coffee shop. Even more so, it’s the home office. And with the arrival of 5G, it’s anywhere workers can find cellular connectivity. In this session, we’ll discuss what partners must do to deliver a seamless and secure experience at the expanding edge of the network.

Open to all attendees and exhibitors.

Participants
Moderator: James Anderson - News Editor, Channel Partners & Channel Futures
Samir Desai - Director Product Management, GTT
Adrian Tate - VP of Sales for Europe and Asia Pacific, Adaptiv Networks

Securing Open Source Software Is Essential for Reaping Its Benefits
14:55 - 15:20
Keynote Programming

Video of this session is available on demand through February 2021 within the Swapcard platform for registered users who have an on-demand pass. On-demand access can be purchased for $59 - register here.

While open source software (OSS) brings multiple benefits to organisations and plays an important role in the digital transformation journey, mishandling security principles has negative impacts on organisation. Thus the alignment between the overall objectives of security governance and the OSS security goals is crucial. Developing a suitable and healthy OSS security governance takes time and dedication but is worthy of effort. Additionally, OSS security governance has direct connection to the cultural changes and organisational views on technology. An evolved OSS security governance together with adequately trained employees and right cultural mentality safeguards organisations from ever-changing security threat landscape.

Open to all attendees & exhibitors.

Participants
Reza Alavi - Cyber Security Risk Management Consultant, Wipro Limited

MSP 501 EMEA Awards
15:20 - 16:00
Awards & Closing Remarks

When we released the 2020 MSP 501, we shook up the industry with a new methodology and a new SMB Hot 101 list dedicated to growing and evolving partners building out their recurring revenue streams. Join us as we honor the EMEA managed service providers that have proven business models, long-term strategies and excellence in operational efficiencies. Congratulations to the top MSPs in EMEA!
<table>
<thead>
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</tr>
</thead>
</table>
| 12:00 |                          | 12:00 - Virtual Exhibition Hours | 12:00 - Strategies to Attract and Retain a More Diverse Workforce  
12:25 - Accelerated Partner Transformation: How Partners Across Europe Moved From Crisis to Recovery |           | 12:45 - VIP Session: The AVANT Pathfinder: A Proven Sales Tool for Accelerating Business with Customers |
| 13:00 |                          |           | 13:35 - Top Trends in IT Digital Transformation in 2020  
13:55 - Pivoting and Leveraging Opportunities in 2021 | 13:05 - Networking Break |           |
| 14:00 |                          |           | 14:15 - The Channel Evolution Story: From Early Telecom to the 4th Industrial Revolution  
14:35 - The New Edge  
14:55 - Securing Open Source Software Is Essential for Reaping Its Benefits |           |           |
| 15:00 | 15:20 - MSP 501 EMEA Awards |           |                     |            |           |