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
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?
Ian 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 show participants.

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
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.

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

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

VIP Session with Vonage
13:05 - 13:25
VIP Session with Vonage
Separate registration required.

Networking Break
13:25 - 14:00
Networking

Private Mobile Networks: How Can the Channel Profit?
14:00 - 14:20
Keynote Programming
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
**Keynote**
14:20 - 14:40
Keynote Programming

Open to all attendees & exhibitors.

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

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

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

**Panelists:**

Colin Wilson, Interim Head of Sales EMEA non-GAM, Lumen

Open to all attendees & exhibitors.

**Participants**

Moderator: Christine Horton - Contributing Editor, Channel Futures

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

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
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Channel Partners Evolution Europe Virtual

Virtual Event
1-2 December 2020
(GMT)
Strategies to Attract and Retain a More Diverse Workforce
12:00 - 12:25
Keynote Programming
For tech to create products and services that benefit everyone, it is crucial that we bring diverse voices to the fore and create an inclusive environment. In this session we will discuss what we can do to create a more diverse industry, from startups to large established companies. They will look at the kinds of strategies partners can consider to attract and retain a more diverse workforce.
Open to all attendees & exhibitors.

Participants
Naima Camara - Senior Research Analyst: Startup & SMB, IDC

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

Accelerated Partner Transformation: How Partners Across Europe Moved From Crisis to Recovery
12:25 - 12:45
Keynote Programming
This session examines how partners across Europe reacted and responded during 2020 as the market moved from crisis to recovery. Leveraging 2020 IDC partner survey data and insights on vendor strategy, we explore how resource agility, financial resiliency, portfolio pivotability and customer experience have all become critical factors contributing to partner success.
Open to all attendees & exhibitors.

Participants
Stuart Wilson - Research Director, Channels & Alliances, European Research, IDC

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
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
By now you're 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 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
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 indirect 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

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