

# SESSIONS

TUESDAY, SEPTEMBER 8 (EDT) - 08/09/2020

Channel Partners Virtual Conference & Expo 2020

Virtual Event  
September 8-10, 2020  
(EDT)

## Ready. Set. Go.

10:40am - 10:55am  
Mindful Meditation

Take a moment to tune in and get ready for your day ahead. Set the tone of centered and clear-minded focus. Go into your workspace without holding tension from previous weeks, yesterday's conversations or concerns about the challenges awaiting you in the day to come.

Open to all.

## Participants

**Kate Saul** - Meditation Teacher, Acupuncturist & Yoga Instructor, Kate Saul Wellness

## Channel Update

10:55am - 11:00am  
Keynote Programming

Open to all registrants

## Participants

**Kris Blackmon** - Senior Content Director, Informa Tech, Channel Brands

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

## The Great Reset

11:00am - 11:20am  
Keynote Programming

As we learn from current times and think forward, there are a lot of actions we can take to ready ourselves, our businesses and our customers for growth. The great reset isn't a new normal. It's a shift in our mindset that pushes us to pause and reflect on the past, respond to the present and rethink the future. What can we control? Our attitude. Our actions. What can we do together to get back to growth? Energize our teams. Set a clear direction. Get closer to our customers.

In this fresh perspective keynote, Tiffani Bova, growth evangelist at Salesforce and author of the Wall Street Journal bestseller, "Growth IQ," shares her insights on what it takes to stay relevant and build a bias for your existing customers so we can continue to grow together and make smarter business decisions now and in the new future.

Open to all.

## Participants

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

## Expo Hall Open

11:00am - 6:00pm  
Expo Hall

Open to all registrants.

## Debate 2020: Is Convergence Just Hype or the Future of Channel?

11:20am - 12:00pm  
Debates

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

Open to all registrants

## Participants

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

**Team Yes: Jared Martin** - VP, MSx Managed Services, TPx Communications

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

**Team No: Bill Power** - CEO, Agent Alliance

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

## Fastball: The Evolution from Agent to Trusted Adviser

12:00pm - 12:05pm  
Fastball

The world continues to evolve and so has the channel. The skills and resources needed in order to succeed are dramatically different than they used to be. Ian Kieninger, CEO and co-founder of AVANT, will discuss what it is going to take to not only survive, but thrive in today's new world.

Open to all registrants

## Participants

**Ian Kieninger** - CEO, AVANT

## Fastball: No Compromises for Business Customers

12:05pm - 12:10pm  
Fastball

Join Tim Acker, channel chief of T-Mobile for Business, to hear about the company's commitment to addressing the biggest pain points for business customers. The Un-carrier won't stop setting the bar high for the channel and for our customers.

Open to all registrants

## Participants

**Tim Acker** - Channel Chief, T-Mobile for Business

## Debate 2020: To MSSP or Not to MSSP?

12:10pm - 12:40pm  
Security Conference Track

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

Must be registered with a Standard or Premier pass to attend this session.

## Participants

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

**Team Yes: Jason Ingalls** - CEO, Ingalls Information Security

**Team Yes: Jason Duchnowski** - Channel Chief, Otava

**Team No: Scott Barlow** - Vice President of Global MSP, Sophos

**Team No: George Makaye** - CEO & Founder, Makaye InfoSec

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## Agents Can Sell Managed Services. Here's How.

12:10pm - 12:40pm  
Sales & Marketing Conference Track

A side effect of COVID? More companies are adopting remote work – and with that, demand for managed services is skyrocketing. Many agents are looking toward managed services to up their recurring revenue and create ongoing stickiness with their customers. This pivot sounds great in theory, but in practice, it can be almost impossible to figure out on your own. It can be done, however, and we've arranged a panel of agents who have "been there, done that" to tell you how. Join Jared Martin, vice president, MSx managed services at TPx Communications, as he leads a panel of experts to lay out how you can integrate managed services into your existing agent business model.

Must be registered with a Standard or Premier pass to attend this session.

### Participants

**Moderator: Jared Martin** - VP, MSx Managed Services, TPx Communications

**Panelist: Matt Kanaskie** - Vice President of Sales Operations, Marco Technologies

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

## VIP Session: AI-Enabled Interactions: Driving Better Customer Connections in the Contact Center with Vonage

12:10pm - 12:30pm  
VIP Session with Vonage

Breakthroughs in artificial intelligence, machine learning and natural language processing are helping to drive more personal, emotive customer connections within the contact center. Drawing on multiple data sources, today's contact center can handle interactions via automated channels by using API platforms (CPaaS) to deliver messaging, ensure identity and connect people when a human touch is needed. AI and APIs can make communication more personal and efficient, creating a memorable customer experience.

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

Separate registration required.

### Participants

**Jonathan Nelson** - Director of Solutions Engineering, Vonage

## RMM Vulnerabilities That Are Devastating Service Providers

12:40pm - 1:10pm  
Security Conference Track

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

Must be registered with a Standard or Premier pass to attend this session.

### Participants

**Moderator: Jason Ingalls** - CEO, Ingalls Information Security

**Panelist: Chris Noles** - President, Beyond Computer Solutions

**Panelist: Eric Pinto** - Senior Director, Channel & Product Strategy, SOCSoter, Inc.

**Panelist: James Wroten** - Founder, Need Computer Help

## Selling Security Doesn't Have to Be Scary

12:40pm - 1:10pm  
Sales & Marketing Conference Track

As the world adjusts to new threats that come from a dispersed workforce, selling security has become much more complex. How do you secure employees who can work from anywhere? How do you marry countless solutions with the new work-from-anywhere reality? And how can you persuade SMBs to purchase from you? In this session, you'll learn one simple method for selecting vendors, building your stack and helping you close sales at a high profit margin.

Must be registered with a Standard or Premier pass to attend this session.

### Participants

**Speaker: Jennifer Bleam** - Owner & Founder, MSP Sales Revolution

## Brain Break

1:00pm - 1:10pm  
Mindful Meditation

A quick 10 minutes to catch your breath – literally. In this meditation you will learn an easy-to-follow, easy-to-remember breath practice to re-center your mind and body.

Open to all.

### Participants

**Kate Saul** - Meditation Teacher, Acupuncturist & Yoga Instructor, Kate Saul Wellness

## Inside the Changing World of the MSP 501

1:10pm - 1:40pm  
Business of the Channel Conference Track

2020 was a big year for the MSP 501. With two new lists, the SMB Hot 101 and NextGen 101, a new methodology and a revamped ranking list, the MSP 501 evolved by leaps and bounds this year. Join Channel Partners/Channel Futures senior content director Kris Blackmon and editor Allison Francis as they engage in a candid discussion of what prompted the changes, how the industry reacted and where the MSP 501 will go from here.

Must be registered with a Standard or Premier pass to attend this session.

### Participants

**Kris Blackmon** - Senior Content Director, Informa Tech, Channel Brands

**Allison Francis** - Editor, Channel Partners

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## On Topic Session: The Next Frontier: Opportunities for Channel Partners to Grow in International Markets

1:10pm - 1:40pm  
On Topic Sessions

CenturyLink's Craig Patterson, Division Vice President – Indirect Channel, will discuss how the global expansion of the CenturyLink Channel Partner Program provides Partners with direct access to resources to serve customers, close international deals, and grow in EMEA, LATAM and APAC. Craig will be joined by Jay McBain, Principal Analyst at Forrester Research, and Adam Edwards, CEO at Telarus, during the session to share their views on the International market opportunity for Channel Partners.

*Open to all registrants*

### Participants

**Jay McBain** - Principal Analyst, Global Channels, Forrester

**Craig Patterson** - Vice President, West Division Indirect Channel, CenturyLink

**Adam Edwards** - CEO, Telarus Inc

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## Evolving Impact of COVID-19 on the Channel

1:40pm - 2:00pm  
Keynote Programming

The COVID 19 pandemic has proven that technology can have a far-reaching, profoundly positive impact on how we live, work, communicate, educate our children, treat patients and so much more. Connectivity solutions have never been more critical to ensure we stay committed to our customers to help keep their businesses running.

*Open to all registrants*

### Participants

**Christopher Jones** - Assistant Vice President Sales Channels, AT&T Business

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## Go Inside the Channel Partners Thunderdome: SD-WAN

2:00pm - 2:30pm  
Thunderdome

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

*Open to all registrants*

### Participants

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

**Eric Brooker** - Senior Director, National Partner Programs, Bigleaf Networks

**Terry Corder** - Director of Solution Engineering, Fusion

**Matt Douglass** - Sr. Director of Solution Engineering, CBTS

**Ron Beer** - VP, Channel Americas, Aryaka

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## Fastball: Build Revenue-Generating Data Protection Services Powered by Veeam

2:30pm - 2:35pm  
Fastball

The rapidly evolving and increasingly crowded IT services landscape intensifies the urgency for cloud and managed service providers to maintain SLAs and find a competitive advantage. With Veeam, you will not only find innovative solutions, but a true partner to help you build revenue-generating data protection services.

*Open to all registrants*

### Participants

**Ken Christopher** - Senior Director, Cloud Sales, Veeam

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## Fastball: Jenne Inc., Avaya Cloud Partner of the Year 2019, Presents Avaya Cloud Office!

2:35pm - 2:40pm  
Fastball

Avaya Cloud Office harnesses the power of the RingCentral platform, providing calling, messaging, mobility and video conferencing delivered with a global reach. Learn how this exciting offer can help expand your monthly revenue stream and provide new feature/functionality to your customers.

*Open to all registrants*

### Participants

**Deb Forney** - Sales Manager, Jenne

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## VIP Session: Generate Leads from Anywhere with 8x8

2:40pm - 3:00pm  
VIP Session with 8x8

Join 8x8 Vice President of Marketing Tina Smith as she shares insights from our record-breaking lead generation event, 8x8's World's Largest Blitz Day. We'll demonstrate how to grow demand from anywhere with the latest marketing tools and resources for partners. We also have a special announcement that you won't want to miss!

Separate registration required.

### Participants

**Tina Smith** - Vice President, Channel and Field Marketing North America, 8x8

**Christina Reed** - Senior Manager, Channel Marketing in North America, 8x8

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## VIP Session: The AVANT Pathfinder: A Proven Tool for Accelerating Business with Customers with AVANT

2:40pm - 3:00pm  
VIP Session with AVANT

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 guarantees to separate you from the competition. With a proven track record of accelerating time-to-revenue and increasing the number of services customers buy from you, the Pathfinder enables you to be a true Trusted Advisor.

Join Drew Lydecker, president and co-founder, and JP Tucker, director of product, as they share the latest high-impact enhancements to the Pathfinder.

We intend to research and answer questions that haven't even been asked yet, so that you don't have to.

Separate registration required.

### Participants

**Andrew Lydecker** - President, AVANT Communications

**JP Tucker** - Director of Product, AVANT

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## The vCIO Myth: How to Make Yourself Indispensable

3:00pm - 3:30pm  
Business of the Channel Conference Track

Customer needs are changing. As an IT provider, your service offering and value proposition need to change too. TruMethods President Gary Pica will take you through a step-by-step process to enhance your MSP service offering in order to meet the changing needs of the marketplace.

During this session you will learn how to:

- Command a higher price
- Add recurring revenue
- Increase your profit margins

Must be registered with a Standard or Premier pass to attend this session.

### Participants

**Speaker: Gary Pica** - Owner, TruMethods, LLC

## Three Networking Trends in the Age of COVID

3:00pm - 3:30pm  
Technology Stack Conference Track

In this panel, Light Reading US Bureau Chief Phil Harvey will discuss software-defined services such as SD-WAN to keep remote workers connected; creating private networks that are on-demand for enterprises in connectivity-as-a-service offerings; and advanced connectivity options that are worth considering for the next 12-18 months.

Must be registered with a Standard or Premier pass to attend this session.

### Participants

**Moderator: Phil Harvey** - Editor-in-Chief, Light Reading

**Panelist: Anish Patel** - Vice President of Emerging Technologies, TBI

## VIP Session: The Shocking State of the Industry: What MSPs Are Doing Now to Preserve Margins, Keep Clients Paying and Generate Quick Revenue Surges with Datto

3:00pm - 3:20pm  
VIP Session with Datto

Despite the turmoil of the past several months, the channel has successfully proved to the business community that we are the glue that keeps their doors open. This is a great time to be an MSP and in this session, we will share some real-life stories from partners who are not only keeping their existing clients happy but also increasing their margins in 2020.

Separate registration required.

### Participants

**Michael DePalma** - Sr. Channel Development Manager, Datto

## On Topic Session: Microsoft Teams GCC High Audio Conferencing

3:30pm - 4:00pm  
On Topic Sessions

Good news for partners that sell Microsoft cloud services to government customers! As you know, Microsoft offers a specialized cloud environment called GCC High for agencies and contractors that need to meet Department of Defense-level safeguards. Partners can use GCC High to sell a proven UC&C platform to high-compliance organizations. But Microsoft doesn't include voice options for GCC High.

However, that's all about to change. Hear from CallTower, the Microsoft Gold Partner, about how the channel can take advantage of direct routing to deliver a more complete GCC High solution.

Open to all registrants

### Participants

**James Anderson** - News Editor, Channel Futures & Channel Partners

**William Rubio** - Chief Revenue Officer, CallTower

## On Topic Session: Increasing Client Loyalty with CCaaS Solutions During the COVID-19 Era

3:30pm - 4:00pm  
On Topic Sessions.

McKinsey & Company analysts have confirmed that digital adoption has accelerated five years during the pandemic. For companies to not only survive but thrive in this quickly evolving digital world, they will need to find creative avenues to remove as much friction as possible within the buying environment for their end users. CCaaS solutions are critical lever that organizations can pull to dramatically improve the buying environment for both the service end users and employers. Join Mike Wolfington of Intelisys to learn immediate solutions for increasing client loyalty and closing more business.

Open to all registrants

### Participants

**Mike Wolfington** - Director of Sales - Northwest, Northern California & Mountain Regions, Intelisys, a ScanSource Company

## Networking Break

4:00pm - 5:00pm  
Networking

Open to all.

## Happy Hour Golf Clinic with 5x PGA Winner sponsored by Iron Mountain Data Centers

4:00pm - 5:00pm  
Happy Hour Golf Clinic with 5x PGA Winner

Iron Mountain Data Centers invites you to swing into summer with golf tips from 5X PGA winner, Mark Wilson. Grab your beverage of choice and join us for this virtual invitation-only happy hour par-tee where Mark will provide his top golfing tips and demonstrate:

- The Proper Grip
- Mental Attitude
- Putting
- Chipping
- Iron Tips
- Driving Tips

And to scramble it up, we're going to throw in some trivia to see just how golf savvy you are. As our special guests you'll have the opportunity to win some great golf gear including a driver, custom shoes, and more.

It's coming up soon, we hope you'll swing by!

Separate registration is required and limited to channel partner businesses such as agents, VARs, MSPs, consultants and integrators.

### Participants

**Mark Wilson** - Lead Analyst, PGA TOUR live

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## MSP 501 Awards presented by Datto & Ingram Micro

5:00pm - 6:00pm  
Networking

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 managed service providers that have proven business models, long-term strategies and excellence in operational efficiencies. Congratulations to the top MSPs in the world!

Open to Premier pass holders and MSP 501 Winners.

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## Decompression Strategy

6:00pm - 6:15pm  
Mindful Meditation

Working from home comes with its own set of learning curves. Namely, creating a boundary between your home office and your home life. Mentally shut the office door and decompress your thoughts at the end of the day with this 15-minute meditation.

Open to all.

## Participants

**Kate Saul** - Meditation Teacher, Acupuncturist & Yoga Instructor, Kate Saul Wellness

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10:00AM						10:55a m - Channel Update	10:40a m - Ready. Set. Go.											
11:00AM		11:20a m - Debate 2020: Is Convergence Just Hype or the Future of Channel?	11:00a m - Expo Hall Open			11:00a m - The Great Reset												

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12:00PM				<p>12:00p m - Fast-ball: The Evolution from Agent to Trusted Adviser</p> <p>12:05p m - Fast-ball: No Compromises for Business Customers</p>							<p>12:10p m - Agents Can Sell Managed Services. Here's How.</p> <p>12:40p m - Selling Security Doesn't Have to Be Scary</p>	<p>12:10p m - Debate 2020: To MSSP or Not to MSSP?</p> <p>12:40p m - RMM Vulnerabilities That Are Devastating Service Providers</p>							<p>12:10p m - VIP Session: AI-Enabled Interactions: Driving Better Customer Connections in the Contact Center with Vonage</p>

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1:00PM	1:10pm - Inside the Changing World of the MSP 501					1:40pm - Evolving Impact of COVID-19 on the Channel	1:00pm - Brain Break		1:10pm - On Topic Session: The Next Frontier: Opportunities for Channel Partners to Grow in International Markets										



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2:00PM				<p><b>2:30pm</b> - Fast-ball: Build Revenue-Generating Data Protection Services Powered by Veeam</p> <p><b>2:35pm</b> - Fast-ball: Jenne Inc., Avaya Cloud Partner of the Year</p>										<p><b>2:00pm</b> - Go Inside the Channel Partners Thunder-dome: SD-WAN</p>	<p><b>2:40pm</b> - VIP Session: Generate Leads from Anywhere with 8x8</p>	<p><b>2:40pm</b> - VIP Session: The AVANT Pathfinder: A Proven Tool for Accelerating Business with Customers with AVANT</p>		

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				2019, Presents Avaya Cloud Office!														

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<b>3:00PM</b>	3:00pm - The vCIO Myth: How to Make Yourself Indispensable								3:30pm - On Topic Session: Microsoft Teams GCC High Audio Conferencing	3:30pm - On Topic Session: Increasing Client Loyalty with CCaaS Solutions During the COVID-19 Era			3:00pm - Three Networking Trends in the Age of COVID				3:00pm - VIP Session: The Shocking State of the Industry: What MSPs Are Doing Now to Preserve Margins, Keep Clients Paying and Generate Quick Rev-	

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4:00PM					4:00pm - Happy Hour Golf Clinic with 5x PGA Winner sponsored by Iron Mountain Data Centers			4:00pm - Net-working Break										

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5:00PM								5:00pm - MSP 501 Awards presented by Datto & Ingram Micro												
6:00PM							6:00pm - Decompression Strategy													

# SESSIONS

WEDNESDAY, SEPTEMBER 9 (EDT) - 09/09/2020

Channel Partners Virtual Conference & Expo 2020

Virtual Event  
September 8-10, 2020  
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## Ready. Set. Go.

10:40am - 10:55am  
Mindful Meditation

Take a moment to tune in and get ready for your day ahead. Set the tone of centered and clear-minded focus. Go into your workspace without holding tension from previous weeks, yesterday's conversations or concerns about the challenges awaiting you in the day to come.

Open to all.

## Participants

**Kate Saul** - Meditation Teacher, Acupuncturist & Yoga Instructor, Kate Saul Wellness

## Deconstruction of an Influencer's Journey

11:00am - 11:20am  
Keynote Programming

Now more than ever, connecting with and engaging influencers should be an important part of your networking strategy. Of course, connecting with Oprah Winfrey may be a long shot, but many others may be within your reach. Join John DeLozier as he leads a diverse panel of influencers as they unfold impactful moments in their lives, how it shaped their careers, and tips to engaging with influencers.

Open to all registrants

## Participants

**Moderator: John DeLozier** - Senior Vice President & Global Channel Chief, 8x8

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

**Panelist: Rob Shanahan** - Photographer & Keynote Speaker, Rob Shanahan Photography

**Panelist: Vikram Verma** - CEO, 8x8

## Expo Hall Open

11:00am - 5:30pm  
Expo Hall

Open to all registrants.

## Social Selling: The Newest Ways Partners Upsell and Outsell on LinkedIn

11:20am - 12:00pm  
Keynote Programming

Customers everywhere seek to buy an experience in everything. Learn how to showcase your offerings on LinkedIn for the ideal customer experience. Turn deal-loyal strangers into brand-loyal customers. Discover the power of selling on LinkedIn. The industry's most innovative techniques are getting partners to connect and convert new prospects into customers.

Open to all registrants

## Participants

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

## Fastball: Contact Center Consolidation Made Simple with CXone

12:00pm - 12:05pm  
Fastball

The average contact center has six to eight different systems to manage the basic operations of routing, scheduling, quality and customer sentiment. It's complicated, fragile and difficult to manage. NICE inContact is making it simple to run a contact center without compromising on customer experience. We are enabling contact center leaders to take control of their operations by simplifying technology and increasing flexibility through consolidation with CXone. Find out how.

Open to all.

## Participants

**Rusty Jensen** - Vice President of Revenue Generation, NICE inContact

## Fastball: KORE Channel Refresh – Sell IoT in Your Sleep

12:05pm - 12:10pm  
Fastball

Genesis Crowder brings a unique background to the vice president of channel sales position. Having come from direct sales, customer success and operations, she is focused on arming KORE partners with transparency, resources and compelling incentives. The KORE channel program differentiates itself by providing an agile, comprehensive and evergreen revenue stream for partners and subagents. KORE provides partners with the ability to sell global connectivity across all carriers within one platform. One unique solution KORE arms partners with is affordable and reliable business continuity. With their business continuity plans, customers can rely on failover connectivity with 99.9 percent uptime starting at just \$9.95 per month. Many customers are looking for the peace of mind in having a backup connection while maintaining their bottom line. KORE business continuity plans bring together the reliability of 4G LTE cellular connection at an affordable price.

Open to all.

## Participants

**Genesis Crowder** - VP of Channel Sales, KORE

## Debate 2020: The Future of Distribution

12:10pm - 12:40pm  
Business of the Channel Conference Track

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

Must be registered with a Standard or Premier pass to attend this session.

## Participants

**Moderator: Joel Zaidspiner** - Vice President and Associate Publisher, The ChannelPro Network

**Team Yes: Jennifer Anaya** - SVP Global Marketing, Ingram Micro Technology Solutions

**Team Yes: Tim Basa** - VP of Sales & Operations, AppSmart

**Team No: Karin Fields** - CEO/COO, Microcorp

**Team No: Ashley Peters** - Director, Vendor Management, Tech Data

# SESSIONS

WEDNESDAY, SEPTEMBER 9 (EDT) - 09/09/2020

Channel Partners Virtual Conference & Expo 2020

Virtual Event  
September 8-10, 2020  
(EDT)

## Harnessing the Power of Your Relationships in the COVID-19 Era and beyond.

12:10pm - 12:40pm  
Sales & Marketing Conference Track

It can cost in excess of five times more to gain a new customer than to upsell an existing one, even during the best of times. The pandemic has made it more difficult to get the attention of new customers, turning time-tested acquisition methods on their head. The great news is that customers are relying on their current trusted partners now more than ever before. A relationship-expanding conversation that focuses on cross-selling to your base will quickly increase customer revenues, product lines and overall stickiness. Explore how you can gain new clients during this challenging time by leveraging those same trusted client relationships. Join Dave Dyson, founder of Eclipse Telecom and all-around relationship building rock star, as he walks attendees through the upsell process and lays out a plan to turn your biggest fans into your growth engine.

Must be registered with a Standard or Premier pass to attend this session.

### Participants

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

## VIP Session: Embrace Digital Transformation with VMware SD-WAN by VeloCloud with Dell

12:10pm - 12:30pm  
VIP Session with Dell

With the increased speed of digital transformation, customers must adapt to new ways of deploying infrastructure and adopting new technologies, whether it's work from home, work from anywhere or even in the cloud. It is now imperative to ensure optimized network connectivity and assured application performance with security. In this session, you'll learn how VMware's SD-WAN by VeloCloud ties the virtual cloud network together with a SASE platform and a portfolio of security services that can optimize your network as well as keep it secure while running it from anywhere.

Separate Registration Required.

### Participants

**Alicia Bowling** - Dell Expert Network Program Manager, Dell

**Shefali Chinni** - Senior Product Marketing Manager for VMware SD-WAN by VeloCloud, VMware

## Making Sense (And Money) In The Second Stage of COVID

12:40pm - 1:10pm  
Business of the Channel Conference Track

We are in the middle of a major transformation of how companies go to market – in fact, 76% of global CEO's and Boards feel that current business models will be unrecognizable in the next four years. Given structural changes in our economy (before, during and after COVID-19), new buying journeys, and emerging technologies, most firms are now considering ecosystems as the key ingredient to survival (and succeed). Ecosystems are different than traditional indirect channels in that they are untethered to the financial transaction and focused more on intra-firm value creation, access and attachment to external networks, and partner innovation. Join Jay McBain from Forrester as he unpacks these future trends and walk away with actionable advice on winning in the changing tech market and how to thrive in broader ecosystems.

Must be registered with a Standard or Premier pass to attend this session.

### Participants

**Speaker: Jay McBain** - Principal Analyst, Global Channels, Forrester

## You Are Leaving Lots of Money on the Table: Uncovering Cloud Revenue from the C-Suite

12:40pm - 1:10pm  
Sales & Marketing Conference Track

Today, especially in a remote work world, it's more critical than ever for technology service providers to take sales conversations beyond the IT manager and into upper management. Only by understanding and addressing businesses' long-term strategies can partners build upon basic offerings to create valuable revenue-driving stacks powered by as-a-service offerings. But it's one thing to know you have to "speak to business outcomes" and quite another to actually learn to have that dialogue, particularly since many clients business outcomes have changed in the last six months as COVID-19 reshapes industries. In this session, Paul Croteau, channel CTO at Rackspace, breaks down how channel professionals used to only talking tech can elevate client conversations to speak directly to the concerns of the C-suite.

Must be registered with a Standard or Premier pass to attend this session.

### Participants

**Speaker: Paul Croteau** - Channel CTO, Rackspace

## Brain Break

1:00pm - 1:10pm  
Mindful Meditation

A quick 10 minutes to catch your breath – literally. In this meditation you will learn an easy-to-follow, easy-to-remember breath practice to re-center your mind and body.

Open to all.

### Participants

**Kate Saul** - Meditation Teacher, Acupuncturist & Yoga Instructor, Kate Saul Wellness

## On Topic Session: Operate From Anywhere: The Next Evolution of Remote Work

1:10pm - 1:40pm  
On Topic Sessions

Remote work is no longer a nice-to-have perk. It's now critical to serving customers, generating revenue, reducing costs, and collaborating and innovating from anywhere. IT leaders find themselves at the center of a C-suite conversation, walking a tightrope between supporting evolving business needs and having to cut costs amid shrinking budgets. Join three industry leaders as they share their journeys through this transition and learn what they're doing to create sustainable agility and growth for the future.

Open to all.

### Participants

**Jennifer Gallego** - EVP Sales West, AVANT

**Meghan Keough** - Global Vice President of Product & Solutions Marketing, 8x8

**Michelle McBain** - Vice President of Global Partner Strategy, JS Now

## On Topic Session: How Channel Partners Are Driving Profitable Growth with CCaaS

1:10pm - 1:40pm  
On Topic Sessions.

Customer communication management (CCM) has changed significantly in recent years. The industry is sitting at the nexus of three major transformation trends: cloud communication solutions, digital transformation and remote work. At the heart of it: the channel partner.

Open to all.

### Participants

**Allison Francis** - Editor, Channel Partners

**Koray Parmaks** - Vice President, Customer Engagement & Contact Center, Intermedia

**Jeremy Reed** - President, Interface Technologies NW

**Jeremy Vignaux** - VP of Technology, Harbor Networks

**Andrew Boone** - Technology Consultant, Intermedia

# SESSIONS

WEDNESDAY, SEPTEMBER 9 (EDT) - 09/09/2020

Channel Partners Virtual Conference & Expo 2020

Virtual Event  
September 8-10, 2020  
(EDT)

## The Golden Era of Communications

1:40pm - 2:00pm  
Keynote Programming

In 2020, we learned that remote work is no longer a nice-to-have perk—it is an operational pillar that enables employees to serve customers, generate revenue, reduce costs, and innovate at any time from anywhere using any device. Join John DeLozier as he shares how to outpace your competitors by accelerating your customer's shift to Operate From Anywhere.

*Open to all registrants*

### Participants

**Speaker: John DeLozier** - Senior Vice President & Global Channel Chief, 8x8

## Go Inside the Channel Partners Thunderdome: UCaaS

2:00pm - 2:30pm  
Thunderdome

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.

*Open to all registrants*

### Participants

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

**Forrest Knueppel** - National Partner Director - Master Agents, Fuze

**Mark Palmer** - Senior Director of Client Development, Granite Telecommunications

**William Rubio** - Chief Revenue Officer, CallTower

**Jessica Saracco** - Account Director UC & C-WIN, CenturyLink

## Fastball: VMware SD-WAN Is Adopting a Secure Access Service Edge Approach

2:30pm - 2:35pm  
Fastball

Join this session to learn why security is a vital component during the SD-WAN journey, along with how VMware SD-WAN by VeloCloud is adopting a secure access service edge (SASE) approach. We'll provide an overview of how to transition to cloud security in a complex distributed enterprise environment while addressing challenges and preserving application performance.

Open to all.

### Participants

**Rohan Naggi** - Senior Technical Product Manager, VMware

## Fastball: SYNnex Unified Communications and Collaboration

2:35pm - 2:40pm  
Fastball

Let SYNnex COLLABSolv enable you to build a profitable cloud communications offering with recurring revenue that is reliable and manageable. Our portfolio of cloud products, hardware and professional services allow you to provide a full solution for your customers with end-to-end support.

Open to all.

### Participants

**T.J. Trojan** - Senior Vice President, Product Management, Technology Solutions U.S., Synnex

## VIP Session: How to Sell on Customer Experience, Not Price with Telarus

2:40pm - 3:00pm  
VIP Session with Telarus

Most companies haven't thought much about the customer experience. Typically, they're concerned with identifying and selling the best features and attributes of a product for a particular target market. But today's consumers expect flawless service using a multitude of collaboration types. Companies need to think about how they are relevant to customers — what do customers really want, what are the goals and the needs that they really have? In this session, we'll teach you how to sell the benefits your customers need — not just on price.

Separate registration required.

### Participants

**Brandon Knight** - VP, Business Development — Contact Center, Telarus

## VIP Session: Adapting to the Next Normal with Intelisys

2:40pm - 3:40pm  
VIP Session with Intelisys

The rapid adoption of technology is creating tremendous opportunities for the channel to support businesses in new ways. Customer and business needs are evolving. New markets are opening and declining rapidly. Organizations must adapt to meet changing market requirements in order to stay competitive. What will the next normal look like? How will the current trends shape the future of business? What forward-thinking strategies will support innovation and agility? What technologies will play an essential role in adapting to the next normal? Join Intelisys' Mark Morgan as he reveals the key elements of adapting your business for success in the next normal.

Separate Registration Required.

### Participants

**Speaker: Mark Morgan** - President, Intelisys

## Social Selling in a Social Distancing Norm

3:00pm - 3:30pm  
Sales & Marketing Conference Track

When you can't call on clients or hobnob at networking events, how do you generate leads or close a sale these days? In this session, three experts will teach you how to excel in a COVID world.

- **Akilah Murrell:** Today, more than ever, your LI profile needs to make an impression and better engage your prospects. Before you do anything on LinkedIn, take these simple steps that make a winning profile and start more conversations.
- **Will Harris:** LinkedIn is about building relationships. This means you can't start your conversations gunning for the sale. You must start your conversations socially and progress logically to closing a sale. It's social selling at its best
- **Janet Schijns:** Struggling to find the right #digitalnormal salespeople? Need to find an expert social seller? Come learn how to find or build the right sales team for our new normal.

Conference attendees will have the opportunity to meet one on one with these rock stars in our Analyst's Corner, so come prepared with questions!

Must be registered with a Standard or Premier pass to attend this session.

### Participants

**Speaker: Akilah Murrell** - Senior Director of Channel Marketing, Channel Maven Consulting

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

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



# SESSIONS

WEDNESDAY, SEPTEMBER 9 (EDT) - 09/09/2020

Channel Partners Virtual Conference & Expo 2020

Virtual Event  
September 8-10, 2020  
(EDT)

## Stairway to Security Revenue - A Step-by-Step Guide to Building a Security Practice

3:00pm - 3:30pm  
Security Conference Track

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

Must be registered with a Standard or Premier pass to attend this session.

### Participants

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

## VIP Session: Empower the Remote Workforce with Webroot

3:00pm - 3:20pm  
VIP Session with Webroot

You can count on cybercriminals to capitalize on a real-world crisis like coronavirus to launch new and more deceptive attacks. Learn what our experts are seeing, including coronavirus-themed attacks and other evolving threats. We'll also talk about how to increase resilience for remote workers with a layered approach to protection.

Separate registration required.

### Participants

**Greg Luebke** - MSP Account Manager, Webroot

## On Topic Session: The Post-Pandemic Organization: Reimagined

3:30pm - 4:00pm  
On Topic Sessions

RingCentral Chief Information Officer Trevor Schulze will sit down with two very interesting RingCentral customers who will share how moving communications and collaboration to the cloud has helped them to meet the unique challenges their organizations faced over the past few months. The customers will also discuss their plans for the future, including the how their technology approach will evolve to meet the changes facing their business and how those changes may drive positive outcomes. In addition, Trevor will discuss his plans from a RingCentral perspective on navigating a potentially hybrid workforce in a post-pandemic reality.

Open to all.

### Participants

**Trevor Schulze** - Chief Information Officer, RingCentral

**David Baker** - Chief Information Officer, PacDental

**Steve Xenos** - Chief Information Officer, PM Pediatrics

## On Topic Session: Increased Demand: Are Your Customers' WANs Optimized for the 'New Normal'?

3:30pm - 4:00pm  
On Topic Sessions.

If you think workforces will return to how they were pre-pandemic, think again. Even if the virus subsides in 2021, the business landscape will feel its effects for the long-term. Many companies and employees realized the value of remote work during their shelter-in-place and will be looking to incorporate it in years to come. The remote landscape is accelerating our movement toward a multi-cloud and SaaS-driven world. For most, this acceleration merely put a spotlight on problems that already existed. Users worry about application performance, poor remote worker experiences and security breaches. Can your customers' WANs handle the growing complexity?

Join Aryaka as it discusses the networking challenges of the new normal and shares a success story.

Open to all.

### Participants

**James Anderson** - News Editor, Channel Futures & Channel Partners

**Tobias Hammon** - Sales Director - West, Aryaka

## Agent Speed Networking

4:00pm - 4:30pm  
Networking

Tired of video calls with so many people it's hard to get a word in edgewise? Looking for more targeted conversations with new and existing relationships? Join us for a Group Speed Networking session, where attendees split into smaller groups and join 8-minute rounds of networking centered around three discussion topics, including:

- Round 1: Pulling Managed Services into Your Agent Model: What Works, What Doesn't?
- Round 2: Easiest Sale You've Made Since COVID
- Round 3: Marketing Challenges (and Solutions) for a No-Contact World

Open to all channel partner attendees and exhibitors.

## Excellence in Digital Services Awards

4:30pm - 5:30pm  
Networking

The Channel Partners Excellence in Digital Services Awards recognize specific achievements across 10 categories, plus one very special award for particularly outstanding digital transformation brilliance. Entries are judged by the editors of Channel Partners and Channel Futures, as well as member of the Channel Partners Advisory Board.

Open to Premier pass holders.

## Decompression Strategy

5:30pm - 5:45pm  
Mindful Meditation

Working from home comes with its own set of learning curves. Namely, creating a boundary between your home office and your home life. Mentally shut the office door and decompress your thoughts at the end of the day with this 15-minute meditation.

Open to all.

### Participants

**Kate Saul** - Meditation Teacher, Acupuncturist & Yoga Instructor, Kate Saul Wellness

# SCHEDULE

WEDNESDAY, SEPTEMBER 9 (EDT) - 09/09/2020

Channel Partners Virtual Conference & Expo 2020

Virtual Event  
September 8-10, 2020  
(EDT)

TIME	BUSINESS OF THE CHANNEL CONFERENCE TRACK	EXPO HALL	FASTBALL	KEYNOTE PROGRAMMING	MINDFUL MEDITATION	NET-WORKING	ON TOPIC SESSIONS	ON TOPIC SESSIONS.	SALES & MARKETING CONFERENCE TRACK	SECURITY CONFERENCE TRACK	THUNDER-DOME	VIP SESSION WITH DELL	VIP SESSION WITH IN-TELISYS	VIP SESSION WITH TELARUS	VIP SESSION WITH WE-BROOT
10:00AM					10:40am - Ready. Set. Go.										
11:00AM		11:00am - Expo Hall Open		11:00am - Deconstruction of an Influencer's Journey  11:20am - Social Selling: The Newest Ways Partners Upsell and Outsell on LinkedIn											

# SCHEDULE

WEDNESDAY, SEPTEMBER 9 (EDT) - 09/09/2020

Channel Partners Virtual Conference & Expo 2020

Virtual Event  
September 8-10, 2020  
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TIME	BUSINESS OF THE CHANNEL CONFERENCE TRACK	EXPO HALL	FASTBALL	KEYNOTE PROGRAMMING	MINDFUL MEDITATION	NET-WORKING	ON TOPIC SESSIONS	ON TOPIC SESSIONS.	SALES & MARKETING CONFERENCE TRACK	SECURITY CONFERENCE TRACK	THUNDER-DOME	VIP SESSION WITH DELL	VIP SESSION WITH IN-TELISYS	VIP SESSION WITH TELARUS	VIP SESSION WITH WE-BROOT
12:00PM	<p><b>12:10pm</b> - Debate 2020: The Future of Distribution</p> <p><b>12:40pm</b> - Making Sense (And Money) In The Second Stage of COVID</p>		<p><b>12:00pm</b> - Fastball: Contact Center Consolidation Made Simple with CX-one</p> <p><b>12:05pm</b> - Fastball: KORE Channel Refresh – Sell IoT in Your Sleep</p>						<p><b>12:10pm</b> - Harnessing the Power of Your Relationships in the COVID-19 Era and beyond.</p> <p><b>12:40pm</b> - You Are Leaving Lots of Money on the Table: Uncovering Cloud Revenue from the C-Suite</p>			<p><b>12:10pm</b> - VIP Session: Embrace Digital Transformation with VMware SD-WAN by Velo-Cloud with Dell</p>			

# SCHEDULE

WEDNESDAY, SEPTEMBER 9 (EDT) - 09/09/2020

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Virtual Event  
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1:00PM				1:40pm - The Golden Era of Communications	1:00pm - Brain Break		1:10pm - On Topic Session: Operate From Anywhere: The Next Evolution of Remote Work	1:10pm - On Topic Session: How Channel Partners Are Driving Profitable Growth with CCaaS							

# SCHEDULE

WEDNESDAY, SEPTEMBER 9 (EDT) - 09/09/2020

Channel Partners Virtual Conference & Expo 2020

Virtual Event  
September 8-10, 2020  
(EDT)

TIME	BUSINESS OF THE CHANNEL CONFERENCE TRACK	EXPO HALL	FASTBALL	KEYNOTE PROGRAMMING	MINDFUL MEDITATION	NET-WORKING	ON TOPIC SESSIONS	ON TOPIC SESSIONS.	SALES & MARKETING CONFERENCE TRACK	SECURITY CONFERENCE TRACK	THUNDER-DOME	VIP SESSION WITH DELL	VIP SESSION WITH IN-TELISYS	VIP SESSION WITH TELARUS	VIP SESSION WITH WE-BROOT
2:00PM			<p><b>2:30pm</b> - Fastball: VMware SD-WAN Is Adopting a Secure Access Service Edge Approach</p> <p><b>2:35pm</b> - Fastball: SYNnex Unified Communications and Collaboration</p>								<p><b>2:00pm</b> - Go Inside the Channel Partners Thunderdome: UCaaS</p>		<p><b>2:40pm</b> - VIP Session: Adapting to the Next Normal with Intelisys</p>	<p><b>2:40pm</b> - VIP Session: How to Sell on Customer Experience, Not Price with Telarus</p>	

# SCHEDULE

WEDNESDAY, SEPTEMBER 9 (EDT) - 09/09/2020

Channel Partners Virtual Conference & Expo 2020

Virtual Event  
September 8-10, 2020  
(EDT)

TIME	BUSINESS OF THE CHANNEL CONFERENCE TRACK	EXPO HALL	FASTBALL	KEYNOTE PROGRAMMING	MINDFUL MEDITATION	NET-WORKING	ON TOPIC SESSIONS	ON TOPIC SESSIONS.	SALES & MARKETING CONFERENCE TRACK	SECURITY CONFERENCE TRACK	THUNDER-DOME	VIP SESSION WITH DELL	VIP SESSION WITH IN-TELSYS	VIP SESSION WITH TELARUS	VIP SESSION WITH WEBROOT
3:00PM							3:30pm - On Topic Session: The Post-Pandemic Organization: Reimagined	3:30pm - On Topic Session: Increased Demand: Are Your Customers' WANs Optimized for the 'New Normal'?	3:00pm - Social Selling in a Social Distancing Norm	3:00pm - Stairway to Security Revenue - A Step-by-Step Guide to Building a Security Practice					3:00pm - VIP Session: Empower the Remote Workforce with Webroot
4:00PM						4:00pm - Agent Speed Networking 4:30pm - Excellence in Digital Services Awards									

# SCHEDULE

WEDNESDAY, SEPTEMBER 9 (EDT) - 09/09/2020

Channel Partners Virtual Conference & Expo 2020

Virtual Event  
September 8-10, 2020  
(EDT)

TIME	BUSINESS OF THE CHANNEL CONFERENCE TRACK	EXPO HALL	FASTBALL	KEYNOTE PROGRAMMING	MINDFUL MEDITATION	NET-WORKING	ON TOPIC SESSIONS	ON TOPIC SESSIONS.	SALES & MARKETING CONFERENCE TRACK	SECURITY CONFERENCE TRACK	THUNDER-DOME	VIP SESSION WITH DELL	VIP SESSION WITH IN-TELISYS	VIP SESSION WITH TELARUS	VIP SESSION WITH WE-BROOT
5:00PM					5:30pm - Decompression Strategy										

# SESSIONS

THURSDAY, SEPTEMBER 10 (EDT) - 10/09/2020

Channel Partners Virtual Conference & Expo 2020

Virtual Event  
September 8-10, 2020  
(EDT)

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## Ready. Set. Go.

10:40am - 10:55am  
Mindful Meditation

Take a moment to tune in and get ready for your day ahead. Set the tone of centered and clear-minded focus. Go into your workspace without holding tension from previous weeks, yesterday's conversations or concerns about the challenges awaiting you in the day to come.

Open to all.

## Participants

**Kate Saul** - Meditation Teacher, Acupuncturist & Yoga Instructor, Kate Saul Wellness

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## Five Ways to Survive and Thrive in the Next Year

11:00am - 11:20am  
Keynote Programming

You, your customers and the national economy have been through the ringer in the last several months, and the next year doesn't look any more predictable. But there are some things you can be doing now to position yourself for whatever comes your way including: 1) understanding how some companies survived the crises and why others didn't, 2) helping your customers by staying on top of the best remote work tools, 3) finding the right new talent for your firm, 4) looking out for new customers/startups from the disruption and 5) discovering ways to market your company under the constraints of the new normal.

Open to all registrants

## Participants

**Todd Thibodeaux** - President & CEO, CompTIA

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## Expo Hall Open

11:00am - 4:15pm  
Expo Hall

Open to all registrants.

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## The Business Case for Diversity

11:20am - 11:50am  
Keynote Programming

There are real drawbacks to not having a diverse workforce, particularly in positions of leadership. Research has shown that less diverse companies fall behind in terms of innovation and market share. But how do you create a culture that supports diversity and inclusion? And in an industry like the channel where people of color are drastically underrepresented, how do you find minority candidates? Join internationally renowned diversity and inclusion expert Risha Grant as she leads a panel to teach attendees about the importance of diversity — and how to achieve it in your business.

Open to all registrants

Session brought to you by: D&H Distributing

## Participants

**Moderator: Risha Grant** - International Speaker and Host, Risha Talks Series

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

**Panelist: Brandon Knight** - VP, Business Development – Contact Center, Telarus

**Panelist: Nancy Sabino** - CEO & Co-Founder, SabinoCompTech

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## Using Unified Communications to Increase Your Business Value

11:50am - 12:15pm  
Keynote Programming

In an era where in-person interaction is increasingly less feasible or even desirable, businesses are learning unified communications featuring video not only fills the void, but in many ways can be better than in-person interaction. The "work from anywhere" paradigm is creating new office cultures for your customers—and new opportunities for you. Join Laura Padilla, Head of Global BD & Channel at Zoom, as she discusses how you can boost business (or drive sales) by helping customers adapt to a "video on" culture.

Open to all registrants

## Participants

**Speaker: Laura Padilla** - Head of Global BD & Channel, Zoom Video Communications

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## Fastball: AppSmart: Powering the Future of the Channel

12:15pm - 12:20pm  
Fastball

Don't blink. You might miss it. Can you catch this fastball? Join Renee Bergeron, AppSmart's senior vice president and general manager. In less than five minutes you'll learn why AppSmart is leading the way in business technology services in the channel today. And you'll catch the many ways you can maximize your partnership with AppSmart to grow your business.

Open to all.

## Participants

**Renée Bergeron** - SVP & GM, AppSmart

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## Fastball: TeraGo: Your Gateway into the Canadian Market

12:20pm - 12:25pm  
Fastball

There is a trend in the channel world of global expansion and perpetual growth into new areas and business opportunities. As the leading provider of critical networking, cloud, 5G and managed services across Canada, TeraGo is your gateway to extending those innovations into the Canadian market.

Open to all.

## Participants

**Blake Wetzel** - Chief Revenue Officer, TeraGo

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## Fastball: Tackle the Changing Wireline Ecosystem with Certainty

12:25pm - 12:30pm  
Fastball

T-Mobile for Business global wireline solutions challenge the traditional approach to networking. Discover more about how the Un-carrier brings Certainty to meet your customer's needs now that T-Mobile and Sprint are one company. You can innovate more with no compromises. Join us to find out how.

Open to all.

## Participants

**Michael Fitz** - Vice President, T-Mobile for Business Global Wireline Solutions



## Adapt: Evolving in the Modern Channel

12:30pm - 12:50pm  
Keynote Programming

Now more than ever, it is evident that the industry is changing, and at a pace that continues to accelerate. For channel companies searching to survive and even thrive through these uncertain times, we have custom-built this session to help you build a road map to gain new clients and revenue streams, and to modernize the buying experience for your clients. We will help you understand how the pandemic is affecting technology trends that are driving the change, how to optimize your business with cloud and how to capitalize on the explosive Microsoft opportunities in the market.

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

Open to all.

### Participants

**Andrew Pryfogle** - Chief Market Development Officer, Pax8

**Nick Heddy** - Chief Revenue Officer, Pax8

## Get Rid of the Unconscious BS

12:50pm - 1:20pm  
Business of the Channel Conference Track

In her no-holds-barred style, renowned diversity and inclusion thought leader Risha Grant will share her perspectives as a woman of color and her prescriptions as a diversity expert. She'll share truths about unconscious bias, micro-aggressions and other actions that perpetuate discrimination and inequality. And, she'll offer some practical advice for finding respect, understanding and inclusion. Grant will ask hard but necessary questions like:

- How do we address the present social unrest, racial injustice and what are real steps we can take now to promote inclusion?
- Where do we go from here?
- What are the next steps that we need to take as individuals to help to repair the rifts and move toward a society that's both diverse and inclusive?

Grant will round out the session with a candid conversation with Kelli McMillan, channel sales manager and partner advocate at Five9 & Founder of Xposure IDC, and Mayka Rosales-Peterson, channel marketing coordinator at Telesystem, as they share personal stories of unconscious bias and systemic racism they've experienced within the channel industry.

Must be registered with a Standard or Premier pass to attend this session.

### Participants

**Risha Grant** - International Speaker and Host, Risha Talks Series

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

**Mayka Rosales-Peterson** - Channel Marketing Coordinator, Telesystem

## Utilizing Automation and Virtual Agents to Streamline Your Business

12:50pm - 1:20pm  
Technology Stack Conference Track

As many companies have experienced COVID-19-related reductions in force, the need to effectively run their businesses with fewer employees has become more important than ever. Join Cathryn Valladares, Nextiva's vice president of enterprise solutions and Tom Dickinson, Inference Solutions' vice president of sales, as they discuss how to sell automation and virtual agent solutions that enable businesses to streamline the routine and repetitive conversations handled by live agents, allow their customers to self-serve and maintain PCI compliance, and much more!

Must be registered with a Standard or Premier pass to attend this session.

### Participants

**Cathryn Valladares** - Vice President of Enterprise Solutions, Nextiva

**Tom Dickinson** - VP of Sales, Inference

## VIP Session: Winning with Avaya Cloud Office in a Post-COVID World

12:50pm - 1:10pm  
VIP Session with Avaya

The way we communicate should be able to fit the way our customers work. With everything you need always handy on any device, in any location, Avaya Cloud Office lets you simplify the way businesses communicate. Call, chat, meet and collaborate no matter where your customers might be. Avaya Cloud Office gives your customers the ability to stay on task and on schedule with file sharing, task management and virtual team rooms.

In this session, Jon Brinton, vice president of North American channel sales, will demonstrate how Avaya Cloud Office by RingCentral is providing differentiated value to our customers in a post-COVID19 world. We're bringing together 100+ business integrations, like Google Drive and Salesforce, to customize a true cloud unified communications experience. Jon will speak to why Avaya Cloud Office is the right choice for your customers, with all the options they want, all in one app.

Separate registration required.

### Participants

**Mike Kuch** - Sr. Director, Solutions Marketing, Avaya

## Brain Break

1:00pm - 1:10pm  
Mindful Meditation

A quick 10 minutes to catch your breath — literally. In this meditation you will learn an easy-to-follow, easy-to-remember breath practice to re-center your mind and body.

Open to all.

## Participants

**Kate Saul** - Meditation Teacher, Acupuncturist & Yoga Instructor, Kate Saul Wellness

## VIP Session: Building Winning Network and SD-WAN Solutions for Midmarket and Enterprise Customers with Fusion Connect

1:20pm - 1:40pm  
VIP Session with Fusion

Join Fusion Connect Chief Revenue Officer Mario DeRiggi as he discusses key considerations when approaching customers with SD-WAN and network solutions. Hot trends like the convergence of SD-WAN and security to network consolidation during COVID will set the foundation for the session. DeRiggi will also describe how Fusion Connect is adapting and leveraging the channel.

Separate registration required.

## Participants

**Speaker: Mario DeRiggi** - Chief Revenue Officer, Fusion Connect

## VIP Session: Optimizing the Customer & Partner Experience in a Digital World with CenturyLink

1:20pm - 1:40pm  
VIP Session with CenturyLink

Join Garrett Gee, Senior Vice President, Indirect Sales, for a look at how CenturyLink has evolved and transformed to give Channel Partners an edge in the market selling our powerful global network and comprehensive technology solutions portfolio. Garrett will discuss the investments and innovations CenturyLink is making to ensure our customers and partners have an exceptional experience with the right balance of personal support and access to digital technologies. Matt Harty, VP of Branchise & GM Communication Services, AppSmart, will join Garrett to give a testimonial and perspective about their experience with CenturyLink in 2020.

Open to all registrants.

## Participants

**Garrett Gee** - Senior Vice President, Indirect Sales, CenturyLink

**Matthew Harty** - VP of Branchise & GM Communication Services, AppSmart

## The Non-Commoditized Offering that Brings Big Margins

1:40pm - 2:10pm  
Business of the Channel Conference Track

Every day, MSPs' service offerings become more and more commoditized, making big margins a thing of channel past. But partners that can go a step beyond solving for business outcomes and offer true, high-touch business consulting are looking at nothing but a future of profit. Join Kris Blackmon, senior content director at Channel Partners/Channel Futures, and Juan Fernandez, ImageNet's VP of managed services and vice-chair of CompTIA's Channel Development Advisory Council, as they discuss how managed service providers can easily up their consulting game and grow revenue.

Must be registered with a Standard or Premier pass to attend this session.

## Participants

**Kris Blackmon** - Senior Content Director, Informa Tech, Channel Brands

**Juan Fernandez** - VP of Managed IT Services, ImageNet Consulting, LLC

## On Topic Session: The Missing Piece of Channel Security: Affordable Managed Breach Detection for Agents, Resellers and MSPs

1:40pm - 2:10pm  
On Topic Sessions

While you're focused on being your customer's trusted adviser for their UCC and network, they're spending most of their security budget without benefit of your expertise. Huntress is ready to change that. In this session, Huntress's Jeremy Young, a five-year Verizon Enterprise Services veteran, will introduce the master agent and reseller communities to the Huntress platform, highlight how you can replicate in your business the success that others in the MSP channel have had with Huntress and invite you to become a partner to start growing your evergreen MRR in the security space.

Open to all.

## Participants

**Jeremy Young** - Channel Partnerships, Huntress

## The Future of Work Is Anywhere

2:10pm - 2:30pm  
Keynote Programming

The world has changed. Work has changed. The full implications are yet to be understood. But we know that organizations must support, enable and empower an increasingly distributed workforce, — even when offices reopen. With a constant need to recharge our social capital and maintain work-life harmony, how do we reimagine the technologies and strategies required to enable this new world of work? How do we match the need for security, scale and manageability with the right tools to support collaboration, productivity and culture wherever your workforce may be? This session will discuss how to embrace the future of work now, examine the latest strategies and demo the latest solutions that are transforming business.

Open to all.

## Participants

**Anand Eswaran** - President & COO, RingCentral

**William Moxley** - Chief Product Officer and SVP, RingCentral

## COVID-19: A Fraudster's Playground

2:30pm - 3:00pm  
Keynote Programming

Join Raj Samani, chief scientist and McAfee Fellow at McAfee, to learn about the threat space associated with COVID-19 and how it was able to utilize the pandemic for their own selfish profit.

Open to all.

## Participants

**Speaker: Raj Samani** - Chief Scientist, McAfee

## Digital Deception Magic Hour

3:00pm - 3:45pm  
Networking

Video conference + a little magic = Digital Deception Magic Hour

Join us for the virtual version of Digital Deception, a tech-savvy, two-man magic and mentalism act. Magicians Doug McKenzie and Ryan Oakes have built an entire repertoire of magic and illusions that we're bringing to all #CPVirtual attendees. Grab yourself a drink and prepare to be amazed!

Open to all.

## Participants

**Doug McKenzie** - Magician, Doug McKenzie

**Ryan Oakes** - Magician & Mentalist, Ryan Oakes

# SESSIONS

THURSDAY, SEPTEMBER 10 (EDT) - 10/09/2020

Channel Partners Virtual Conference & Expo 2020

**Virtual Event**  
September 8-10, 2020  
(EDT)

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## MSP Speed Networking

3:45pm - 4:15pm  
Networking

Tired of video calls with so many people it's hard to get a word in edgewise? Looking for more targeted conversations with new and existing relationships? Join us for a Group Speed Networking session, where attendees split into smaller groups and join 8-minute rounds of networking centered around three discussion topics, including:

- Round 1: Most Overblown Channel Trends in 20H2
- Round 2: Low-Hanging Security Fruit
- Round 3: Who's Still Making Margin with O365—and How?

Open to all channel partner attendees and exhibitors.

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## Decompression Strategy

3:45pm - 4:00pm  
Mindful Meditation

Working from home comes with its own set of learning curves. Namely, creating a boundary between your home office and your home life. Mentally shut the office door and decompress your thoughts at the end of the day with this 15-minute meditation.

Open to all.

## Participants

**Kate Saul** - Meditation Teacher, Acupuncturist & Yoga Instructor, Kate Saul Wellness

# SCHEDULE

THURSDAY, SEPTEMBER 10 (EDT) - 10/09/2020

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TIME	BUSINESS OF THE CHANNEL CONFERENCE TRACK	EXPO HALL	FASTBALL	KEYNOTE PROGRAMMING	MINDFUL MEDITATION	NETWORKING	ON TOPIC SESSIONS	TECHNOLOGY STACK CONFERENCE TRACK	VIP SESSION WITH AVAYA	VIP SESSION WITH CENTURYLINK	VIP SESSION WITH FUSION
10:00AM					10:40am - Ready. Set. Go.						
11:00AM		11:00am - Expo Hall Open		<p>11:00am - Five Ways to Survive and Thrive in the Next Year</p> <p>11:20am - The Business Case for Diversity</p> <p>11:50am - Using Unified Communications to Increase Your Business Value</p>							

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<b>12:00PM</b>	<b>12:50pm</b> - Get Rid of the Unconscious BS		<b>12:15pm</b> - Fastball: AppSmart: Powering the Future of the Channel  <b>12:20pm</b> - Fastball: TeraGo: Your Gateway into the Canadian Market  <b>12:25pm</b> - Fastball: Tackle the Changing Wireline Ecosystem with Certainty	<b>12:30pm</b> - Adapt: Evolving in the Modern Channel				<b>12:50pm</b> - Utilizing Automation and Virtual Agents to Streamline Your Business	<b>12:50pm</b> - VIP Session: Winning with Avaya Cloud Office in a Post-COVID World		
<b>1:00PM</b>	<b>1:40pm</b> - The Non-Commoditized Offering that Brings Big Margins				<b>1:00pm</b> - Brain Break		<b>1:40pm</b> - On Topic Session: The Missing Piece of Channel Security: Affordable Managed Breach Detection for Agents, Resellers and MSPs			<b>1:20pm</b> - VIP Session: Optimizing the Customer & Partner Experience in a Digital World with CenturyLink	<b>1:20pm</b> - VIP Session: Building Winning Network and SD-WAN Solutions for Mid-market and Enterprise Customers with Fusion Connect

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2:00PM				<p><b>2:10pm</b> - The Future of Work Is Anywhere</p> <p><b>2:30pm</b> - COVID-19: A Fraudster's Playground</p>							
3:00PM					<p><b>3:45pm</b> - Decompression Strategy</p>	<p><b>3:00pm</b> - Digital Deception Magic Hour</p> <p><b>3:45pm</b> - MSP Speed Networking</p>					