



# AGENDA

SEPTEMBER 17-19, 2017 | THE DIPLOMAT BEACH RESORT | MIAMI, FL

## SUNDAY, SEPTEMBER 17, 2017

8:00 AM – 5:00 PM	Pre-Conference Activities
7:00 PM – 9:00 PM	Welcome Reception in Solution Showcase Sponsored by Webroot

## MONDAY, SEPTEMBER 18, 2017

8:00 AM – 9:00 AM	Networking Breakfast in the Solution Showcase Sponsored by BlackStratus
9:00 AM – 10:30 AM	Autotask CEO Keynote & Product Roadmap Mark Cattini, President & CEO & Pat Burns, VP of Product Management
10:30 AM – 11:00 AM	Solution Spotlight
11:00 AM – 11:30 AM	Networking Break in the Solution Showcase Sponsored by Mindmatrix
11:30 AM – 12:00 PM	9 Tricks to Building a \$1.2M MSP with 2 Staff Luis Giraldo, VP Product, IT Glue
12:00 PM – 1:00 PM	Keynote Address by President Bill Clinton

1:00 PM – 2:00 PM	Networking Lunch Sponsored by IT Glue
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LOCATION:	REGENCY 1	REGENCY 2	REGENCY 3	ATLANTIC 1	ATLANTIC 2	ATLANTIC 3	GREAT HALL	
2:00 PM – 2:50 PM	vCIO Framework - How to Double Sales and Stickiness for Your Clients Gary Power, Power Consulting	Prosper Through Pipeline Predictability: Better Insights into Your Pipeline & Revenue Streams Jeanne-Denise Chapdelaine, Autotask	Create 20% More Recurring Revenue with No Additional Service Costs John Pepper, Managed 24/7	The Market Opportunity for Endpoint Backup and File Sync and Share, and How You Can Get Your Fair Share! Len DiCostanzo & Moshe Binyamin, Autotask	Talking Private Equity Alan Cline, Vista Equity Partners	Don't Wait! Protect Your Business from Employee Turnover Today Eric Marcus, Marcus Networking	Peer Panel: How to Use Ticket Categories to Transform Service Delivery Joe Rourke & Jason Winkler, Autotask	Business Strategy Peer Forum Diplomat 1 – Service Delivery Peer Forum Diplomat 2 <i>Registration required. Lunch included.</i>
3:00 PM – 3:30 PM	Building a Smart Documentation Culture Dave Goldie, IT Glue 	Sponsor Session 	Are You Wearing Pants? MSPs & Network Infrastructure RMM Alex Hoff, VP, Product & Sales 	Power Your Business with a Complete Sales and Marketing Solution 	Sponsor Session 			

3:30 PM – 4:00 PM	Networking Break in the Solution Showcase Sponsored by MSP SEO Factory
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4:00 PM – 4:50 PM	Best Practices for Managing Network Devices with Autotask Endpoint Management Matthé Smit, Autotask	Contract Management: Bill What You Sell Melissa Hockenberry, Autotask	Top PSA Workflows to Improve Service Delivery and Maintain Clients Matt Takhar & Mike Weston, Autotask	How Top Partners are Marketing, Selling, Packaging and Pricing AEB and AWP Len DiCostanzo, Autotask & Top Partners	4 Ways Autotask Can Positively Impact Your Financials Michelle Bournstein, CFS	MSP to MSSP: Positioning and Pricing Your Security Practice Greg Sharp, Base 2	Panel: Navigating M & A For Success Eric Marcus, Marcus Networking, Roger Harry, Circle IT, & Tim Walker, Your Big Picture	Business Strategy Peer Forum Diplomat 1 – Service Delivery Peer Forum Diplomat 2 <i>Registration required. Break included.</i>
5:00 PM – 5:30 PM	Sponsor Session 	Sponsor Session 	Sponsor Session 	Sponsor Session 				

5:30 PM – 6:30 PM	Networking Hour in Solution Showcase
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7:00 PM – 10:00 PM	Community Networking Night Sponsored By IT Glue
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8:00 AM – 9:00 AM	Networking Breakfast in the Solution Showcase Sponsored by Auvik							
9:00 AM – 10:00 AM	Keynote: Move Beyond the Competition, Create More Value and Become the Obvious Choice Peter Sheahan, Founder and Group CEO of Karrikins Group and Author of <i>Matter</i>							
10:00 AM – 10:30 AM	Multi-Vector Threats and What They Mean for MSPs David Dufour, Sr. Director, Engineering, Webroot							
10:30 AM – 11:00 AM	Networking Break in the Solution Showcase Sponsored by Passportal							
<b>LOCATION:</b>	<b>REGENCY 1</b>	<b>REGENCY 2</b>	<b>REGENCY 3</b>	<b>ATLANTIC 1</b>	<b>ATLANTIC 2</b>	<b>ATLANTIC 3</b>	<b>GREAT HALL</b>	<b>Business Strategy Peer Forum</b>
11:00 AM – 11:50 AM	<b>Maximize PSA &amp; Autotask Endpoint Management Unification to Increase Insight and Efficiency</b> Charlie Brown, Autotask	<b>Project Management: How to Deal with Unexpected Events</b> Laura Poblete, Autotask	<b>From Chaos to Calm: Reform Rogue Techs to Improve Customer Experience and SLA Response</b> Kirsten Ekstrand, Advanced Intelligence Engineering	<b>Autotask Endpoint Backup Real World Use Cases in Action</b> Evan Welch & Moshe Binyamin, Autotask	<b>Be More Strategic: Manage Clients, Not Devices</b> Wayne Wilson, Wanbound	<b>Stand Out in a Competitive MSP Market to Get Paid What You're Worth</b> Andrew Allen, Aabyss Ltd.	<b>Zappos Speaker of the House</b> Erica Javellana, Zappos Insights	Diplomat 1 – <b>Service Delivery Peer Forum</b> Diplomat 2 <i>Registration required. Break included.</i>
12:00 PM – 12:30 PM	<b>IT Glue Product Update</b> Luis Giraldo, IT Glue 	<b>Sponsor Session</b> 	<b>Learn How State-of-the-Art SEO 2.0 can get your Phones ringing off the Hook with easy to close leads!</b> David Walter, MSP SEO Factory 	<b>Sponsor Session</b> 	<b>Sponsor Session</b> 	<b>Sponsor Session</b> 		
12:30 PM – 1:30 PM	Networking Lunch Sponsored by Webroot							
<b>LOCATION:</b>	<b>REGENCY 1</b>	<b>REGENCY 2</b>	<b>REGENCY 3</b>	<b>ATLANTIC 1</b>	<b>ATLANTIC 2</b>	<b>ATLANTIC 3</b>	<b>GREAT HALL</b>	<b>Business Strategy Peer Forum</b>
1:30 PM – 2:20 PM	<b>Clear 'The Elephant in the Room' with Effective Patch Management</b> Christian Nagele & Ian Van Reenen, Autotask	<b>A Blueprint for Better Billing: Finding Profit in the Process</b> Tony Pitkin, Autotask	<b>Resource Hack: Increase Your Bottom Line through Capacity Planning</b> Stephen Buyze, Systems Engineering	<b>Autotask Workplace Real World Use Cases in Action</b> Evan Welch & Moshe Binyamin, Autotask	<b>Extend Autotask PSA through API Integration</b> Aston Sanders & John Anderson, Autotask	<b>7 Meaningful Principles to Grow a Successful IT Practice</b> Jeremy Wills, Advanced Intelligence Engineering	<b>Security Trends 2017</b> Amy DeMartine, Forrester	Diplomat 1 – <b>Service Delivery Peer Forum</b> Diplomat 2 <i>Registration required. Break included.</i>
2:30 PM – 3:20 PM	<b>Sharing Success: A Model to Profit through PSA, Endpoint Management Unification</b> Brian Miller, Fusiontek	<b>Tips to Unlock Business Insights with PSA LiveReports</b> Emma Barker, Autotask	<b>Radically Improve Your Engagement to Win and Retain More Business</b> Tim Walker, Your Big Picture	<b>How Autotask Endpoint Backup and Autotask Workplace fit into a Complete Backup and Recovery Strategy</b> Len DiCostanzo, Autotask & Partner Panel	<b>5 Ways to Ensure Revenue Growth in Your Business</b> Brian Weiss, ITECH Solutions	<b>Security Trends 2017</b> Amy DeMartine, Forrester REPEAT	<b>Zappos Speaker of the House</b> Erica Javellana, Zappos Insights REPEAT	<i>Registration required. Break included.</i>
3:20 PM – 3:50 PM	Sponsor Awards & Networking Break in the Solution Showcase Sponsored by Kaspersky Lab							
3:50 PM – 5:00 PM	<b>Ask the Expert: Patch Management</b> Matthé Smit & Nick Johnson, Autotask		<b>Ask the Expert: Ticket UI</b> Jason Winkler, Joe Rourke, & Melissa Hockenberry, Autotask	<b>Ask the Expert: Autotask Workplace &amp; AEB</b> Evan Welch, Michael Mullally, & Natalie Gergich, Autotask	<b>Ask the Expert: Business Strategy</b> Steve Alexander, MSP Ignite	<b>Ask the Expert: LiveReports</b> Emma Barker & Jen Tadros, Autotask		