



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 Solutions Showcase Sponsored by Webroot

MONDAY, SEPTEMBER 18, 2017

8:00 AM – 9:00 AM	Networking Breakfast in the Solution Showcase							
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							
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							
2:00 PM – 2:50 PM	Prosper Through Pipeline Predictability: Better Insights into Your Pipeline and Revenue Streams Autotask	Panel: How to Use Ticket Categories to Transform Service Delivery Joe Rourke & Jason Winkler, Autotask	Create 20% More Recurring Revenue with No Additional Service Costs John Pepper, Managed 24/7	Don't Wait! Protect Your Business from Employee Turnover Today Eric Marcus, Marcus Networking	The Market Opportunity for Endpoint Backup and File Sync and Share, and How You Can Get Your Fair Share! Len DiCostanzo & Moshe Binyamin, Autotask	vCIO Framework - How to Double Sales and Stickiness for Your Clients Gary Power, Power Consulting	Talking Private Equity Alan Cline, Vista Equity Partners	Business Strategy Peer Forum – Service Delivery Peer Forum Registration required. Lunch included.
3:00 PM – 3:30 PM	Building a Smart Documentation Culture Dave Goldie, IT Glue 	Sponsor Session 	Sponsor Session 	Sponsor Session 				
3:30 PM – 4:00 PM	Networking Break in the Solution Showcase							
4:00 PM – 4:50 PM	Contract Management: Bill What You Sell Jeanne-Denise Chapdelaine, Autotask	Top PSA Workflows to Improve Service Delivery and Maintain Clients Matt Takhar & Mike Weston, Autotask	Best Practices for Managing Network Devices with Autotask Endpoint Management Matthé Smit, Autotask	4 Ways Autotask Can Positively Impact Your Financials Michelle Bournstein, CFS	How Top Partners are Marketing, Selling, Packaging and Pricing AEB and AWP Len DiCostanzo & Top Partners	MSP to MSSP: Positioning and Pricing Your Security Practice Greg Sharp, Base 2	Panel: Navigating M & A For Success Eric Marcus, Tim Walker	Business Strategy Peer Forum – Service Delivery Peer Forum Registration required. Break included.
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							
7:00 PM – 10:00 PM	Community Networking Night Sponsored By IT Glue							



8:00 AM – 9:00 AM	Networking Breakfast in the Solution Showcase							
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							
11:00 AM – 11:50 AM	Project Management: How to Deal with Unexpected Events Autotask	Maximize PSA & Autotask Endpoint Management Unification to Increase Insight and Efficiency Josh Coke & Charlie Brown, Autotask	From Chaos to Calm: Reform Rogue Techs to Improve Customer Experience and SLA Response Kirsten Ekstrand, Advanced Intelligence Engineering	Be More Strategic: Manage Clients, Not Devices Wayne Wilson, Wanbound	Autotask Endpoint Backup Real World Use Cases in Action Moshe Binyamin & Evan Welch, Autotask	Zappos Speaker of the House Erica Javellana, Zappos Insights	Stand Out in a Competitive MSP Market to Get Paid What You're Worth Andrew Allen, Aabyss Ltd.	Business Strategy Peer Forum – Service Delivery Peer Forum Registration required. Break included.
12:00 PM – 12:30 PM	IT Glue Product Update Luis Giraldo, IT Glue 	Sponsor Session 	Sponsor Session 	Sponsor Session 				
12:30 PM – 1:30 PM	Networking Lunch Sponsored by Webroot							
1:30 PM – 2:20 PM	A Blueprint for Better Billing: Finding Profit in the Process Tony Pitkin, Autotask	Clear 'The Elephant in the Room' with Effective Patch Management Christian Nagele & Ian Van Reenen, Autotask	Resource Hack: Increase Your Bottom Line through Capacity Planning Stephen Buyze, Systems Engineering	Extend Autotask PSA through API Integration Aston Sanders & John Anderson, Autotask	Autotask Workplace Real World Use Cases in Action Moshe Binyamin & Evan Welch, Autotask	7 Meaningful Principles to Grow a Successful IT Practice Jeremy Wills, Advanced Engineering Intelligence	Security Trends 2017 Amy DeMartine, Forrester	Business Strategy Peer Forum – Service Delivery Peer Forum Registration required.
2:30 PM – 3:20 PM	Tips to Unlock Business Insights with PSA LiveReports Jen Tadros, Autotask	Sharing Success: A Model to Profit through PSA, Endpoint Management Unification Brian Miller, Fusiontek	5 Ways to Ensure Revenue Growth in Your Business Brian Weiss, ITECH Solutions	Zappos Speaker of the House Erica Javellana, Zappos Insights REPEAT	How Autotask Endpoint Backup and Autotask Workplace fit into a Complete Backup and Recovery Strategy Len DiCostanzo & Partner Panel	Security Trends 2017 Amy DeMartine, Forrester REPEAT	Radically Improve Your Engagement to Win and Retain More Business Tim Walker, Your Big Picture	
3:20 PM – 3:50 PM	Sponsor Awards & Networking Break in the Solution Showcase							
3:50 PM – 5:00 PM	vCIO Framework - How to Double Sales and Stickiness for Your Clients Gary Power, Power Consulting REPEAT	Don't Wait! Protect Your Business from Employee Turnover Today Eric Marcus, Marcus Networking REPEAT	Ask the Expert (Topics TBD)	Ask the Expert (Topics TBD)	Ask the Expert (Topics TBD)	Ask the Expert (Topics TBD)		