



AGENDA • TUESDAY, MAY 4

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7:00 - 7:45 AM > Vendor Pavilion Open > *Vendor Pavilion*

8:00 - 8:05 AM > Welcome Remarks > *Main Stage*

8:05 - 9:30 AM > CEO Keynote and State of the Nation > *Main Stage*



Fred Voccola - CEO, Kaseya
Nadir Merchant - CTO and GM, IT Glue

9:30 - 10:15 AM > How Every MSP Can Drive Value Proposition > *Main Stage*



Julie Marvelli - Channel Engagement Manager

10:15 AM - 10:45 AM > Break > *Vendor Pavilion*

10:45 - 11:15 AM > Secure Your Cheat Codes with Bitdefender > *Main Stage Session*



Heather Harlos - Global Marketing Manager for Cloud and MSP, BitDefender

Randi Flemming - Sr. Global Account Executive for Cloud and MSP, BitDefender

Jason Eberhardt - VP Global Cloud and MSP, BitDefender

Mike Reeve - CISSP, Cloud and MSP Solution Architect for Cloud and MSP, BitDefender

11:15 AM - 12:00 PM > Controlling the Controllables > *Main Stage*



Ben Saunders - Record-Breaking Polar Explorer and TED 'Master Storyteller'

12:00 - 12:30 PM > Lunch > *Vendor Pavilion*

IT GLUE TRACK

12:30 - 1:15 PM
10 Features You Should Be Using In IT Glue
Amanda Luong - Director, Sales, IT Glue

1:15 - 2:00 PM
How to Run a First-Class Support Organization
Debaloke Roy - Manager, Customer Support, IT Glue

SECURITY TRACK

12:30 - 1:15 PM
True Security + Compliance for MSPs: A Powerful and Profitable Combination
Jon Murchison / Nate Koterba

1:15 - 2:00 PM
How to Protect Your Own House – Securing MSP Security
Tim Foley - Vice President of Global Professional Services, Kaseya

BUSINESS TRACK

12:30 - 1:15 PM
The Changing Role of the vCIO
Gary Pica - President, TruMethods

1:15 - 2:00 PM
5 Skills to Turn Your Tech Force Into Brand-Building Jedi Masters
Lisa Shorr - Image and Personal Brand Strategist, Shorr Success

2:00 - 2:30 PM > Break > *Vendor Pavilion*

IT GLUE TRACK

2:30 PM - 3:15 PM
API 101 - Travis Brittan
Sales Engineer, IT Glue

3:15 PM - 4:00 PM
Documentation, Passwords and Ticketing ... Oh, My!
Michelle Oo - Solutions Specialist Director, Kaseya

SECURITY TRACK

2:30 PM - 3:15 PM
Managed SOC - Mike Puglia
Chief Customer Marketing Officer, Kaseya

3:15 PM - 4:00 PM
Unified BCDR: Why Backup Alone is No Longer Enough
Joseph Noonan - Vice President, Product Management and Marketing, Unitrends

BUSINESS TRACK

2:30 PM - 3:15 PM
Implementing a Best-in-class vCIO Process
Gary Pica - President, TruMethods

3:15 PM - 4:00 PM
10 Tips for Selling and Closing Cybersecurity Business Virtually
Erick Simpson - Founder & Chief Strategist, ErickSimpson.com

4:00 PM - 4:45 PM > Entertainment > *General Session*



AGENDA • WEDNESDAY, MAY 5

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7:00 - 7:45 AM > Vendor Pavilion Open > *Vendor Pavilion*

7:45 - 8:00 AM > Welcome Remarks > *Main Stage*

8:00 - 8:45 AM > Power Up > *Main Stage*



Bear Grylls
British Adventurer, Writer and Television Presenter

8:45 - 9:15 AM > Building Scalability and Growth: 4 Tips for Delivering More Value with Less Resources > *Main Stage*



Dan Wensley
CEO, Scalepad

9:15 - 9:45 AM > Break > *Vendor Pavilion*

9:45 - 10:45 AM > Product Update > *Main Stage*



Mehul Patel - *Product Manager, IT Glue*



Alanna Mcleod - *Product Manager, IT Glue*



Anya Perelyhina - *Product Manager, IT Glue*

10:45 - 11:30 AM > Shortcut Experience: MSP Owners Share 10 Secrets, to Take and Implement Tomorrow > *Main Stage*



Mark Copeman
Founder, Wisecurve

11:30 AM - 12:00 PM > Lunch > *Vendor Pavilion*

12:00 - 12:30 AM > How Zero Trust is Shaping the Future of Cybersecurity and What This Means for Your MSP > *Main Stage*



Danny Jenkins
CEO, Threatlocker

IT GLUE TRACK

12:30 - 1:00 PM
IT Glue Admin
Level 2 Certification
Travis Brittain - Sales Engineer, IT Glue

1:00 - 1:30 PM
IT Glue Admin
Level 2 Certification Continued
Travis Brittain - Sales Engineer, IT Glue

1:30 - 2:00 PM
IT Glue Admin
Level 2 Certification Continued
Travis Brittain - Sales Engineer, IT Glue

2:15 PM - 2:30 PM > Break > *Vendor Pavilion*

IT GLUE TRACK

2:30 PM - 3:15 PM
Building a Culture of Documentation
Tom Sopwith - Director of Partner Success, IT Glue

3:15 PM - 4:00 PM
Helpdesk Efficiency = MSP Growth - *Alex Ford - Sales Director, IT Glue*

4:00 PM - 4:30 PM > Closing Remarks > *General Session*

SECURITY TRACK

12:30 - 1:00 PM The Rise of Hardware Enabled Security for the PC - A Riddle, Wrapped in an Enigma
Todd Cramer - Director Security Ecosystem Business Development, Intel

1:00 - 1:30 PM From Reactive to Proactive: Transforming Your Security Posture - *Scott Davis - Sales Engineer, Liongard*

1:30 PM - 2:15 PM
Fueling Profit Through Cyber Security - *Amelia Paro - Channel Development Manager, ID Agent*

SECURITY TRACK

2:30 PM - 3:15 PM
The 2021 Webroot Threat Report - *Tyler Moffit - Sr. Threat Research Analyst, Webroot*

3:15 PM - 4:00 PM Why is Phishing Still the #1 Threat and How do You Protect Against It
Manoj Srivastava - Co-Founder, Graphus

BUSINESS TRACK

12:30 - 1:00 PM
Supercharging Your MSP Sales and Marketing - *Dan Tomaszewski VP of Channel Success, Kaseya*

1:00 - 1:30 PM
4 Step Sales Success System That Makes Selling Dead Simple, Profitable (And Even Fun) - *Frank M. DeBenedetto Founder, audIT Sales Presentation System*

1:30 - 2:15 PM
How to Find a Niche for Your MSP Business - *Richard Tubb - IT Business Growth Expert, Tubblog*

BUSINESS TRACK

2:30 PM - 3:15 PM
How to Monetize your IT Glue Investment through a HIPAA & CMMC Compliance-as-a-Service
Max Pruger - General Manager, Compliance Manager, Kaseya

3:15 PM - 4:00 PM
Evolving the Hunt
Ryan Cutler - Sr. Account Executive, Huntress