

Manchester 5 March 2024

Future-proof your business with the strategies, solutions, and success stories

09:30 – 10:00	Registration Breakfast and Networking
10:00 – 10:30	CompTIA Welcome Leanne Johnson, CompTIA
10:30 – 10:45	Maximising Today: Your Guide to Success Dan Scott, ConnectWise
10:45 – 11:15	Strategic Thinking and Action: Tools and Techniques for Business Success Tracy Pound, MaximITy
11:15 – 11:45	How Mental Wellbeing Can Improve Your Sales Rachel Williams, Zest Lifestyle
11:45 – 12:15	Generative AI Lewis Prince, Purple Frog Systems
12:15 - 13:45	Lunch
12:45 - 13:45	Reserve Your Place at the Genius Cafe: Exclusive 1:1 Sessions for CompTIA Members! Get 25 Minutes of Personalised Business Wisdom from Sales and Marketing Maestros. (By Appointment Only)
13:45 - 14:15	Empowering the Future: How You Can Help Advance Women in Technology Tracy Pound Hannah Lloyd
14:15 - 15:15	How Objections Can Help You Win A Sale Alex Smith, Discover Phenomenal Hannah Lloyd, InSOC
15:15 – 15:45	Value Strategies: Knowing Your Worth. How Not to Leave Money on The Table - Valuing Your Services Correctly (Panel) Moderator: Robert Gibbons Panelists: Ian Groves, Start Tech Daniel Shone, Apex Computing Mark Williams, Pensar IT
15:45- 16:15	Break
16:15 – 16:45	Unlocking Sales Success: A Run Through of My Sales Playbook (Panel) Moderator: James Steel Panelists: Dave Brereton, Myson Pages Matt Leipnik, Chalk Circle
16:45 – 17:15	Listen, Learn & Grow: How Understanding Your Client’s Needs is Key to Your Business Growth & Profitability Dan Scott, ConnectWise
17:15 – 17:30	Key Insights Wrap up
17:30 - 21:00	Networking Dinner & Drinks