



## Eindhoven 23 November 2023

8:45 – 9:00	<b>Registration</b>
9:00 – 10:00	<b>Women in Tech Networking – Open to ALL</b>
10:00-10:10	<b>CompTIA Welcome</b> <b>Estelle Johannes</b> - CompTIA
10:10-10:20	CompTIA Community <b>Daniëlle Meulenberg</b> - Sophos and <b>Steven Tytgat</b> - Tyneso
10:20-10:40	<b>Keynote: AI in Business: Embrace, Invest, or Lock Out?</b> Summary: In this enlightening keynote session, we delve into the critical question facing businesses today - how to approach Artificial Intelligence (AI)? Join us as we explore real-world examples of how companies are either embracing and investing in AI or choosing to lock it out. This session will be followed by a Q &A from the audience. Don't miss this opportunity to gain valuable insights into the role of AI in today's business landscape.  <b>Peter Vervloedt</b> - AI Entrepreneur
10:40-11:20	<b>Q&amp;A with Peter Vervloedt</b>
11:20-12:00	<b>DEI Best Practices</b>
12:00-13:00	<b>Lunch</b>
13:00-13:35	<b>Mastering Digital Marketing for MSPs</b> In this engaging keynote session, we delve into the world of digital marketing with a specific focus on Managed Service Providers (MSPs). We'll explore key strategies, tools, and best practices that MSPs can leverage to enhance their digital presence, engage their target audience, and drive business growth. From SEO and content marketing to social media and data analytics, we'll provide actionable tips and insights tailored to the unique needs and challenges of MSPs in the digital age. Join us for this informative session and equip your MSP with the knowledge to thrive in the digital marketing landscape.
13:35-14:30	<b>The Benelux Community World Café:</b> This World Café style session is designed to foster open dialogue, share mutual knowledge, and explore the future of technology together. In this session, we will break into small groups, each focused on a specific tech topic. Topics could range from cybersecurity, AI, and IoT to challenges faced by MSP's today. Each table will be hosted by a subject matter expert who will guide the discussion and ensure everyone's voice is heard.  At the end of the session, each group will share their key findings and insights with the larger group, allowing for a collective understanding of the discussions.

	This World Café session is not just about discussing what's happening in tech today, but also about envisioning what the future could hold.
14:30-15:00	<b>Break</b>
15:00-15:15	<p><b>Supporting Kika: The Chosen Charity Recipient of CompTIA Benelux"</b></p> <p>In this special session, we are proud to announce Kika as the selected charity recipient for CompTIA Benelux. Join us as we delve into the mission and impact of Kika, a charity dedicated to fighting childhood cancer. Learn about our collaborative efforts, the reasons behind our selection, and how our support will contribute to their noble cause. This session is not only an opportunity to understand more about Kika but also a chance to explore how we, as a community, can make a difference.</p> <p>Kika with <b>Pierre Kleine Schaars</b> - Quality ICT B.V</p>
15:15 – 15:45	<p><b>Understanding the NIS2 Directive:</b></p> <p>Enhancing Cybersecurity and Resilience in the EU</p> <p>The NIS2 Directive is a significant step taken by the European Union to bolster cybersecurity and resilience within its member organizations. Expanding its scope to encompass more sectors, the Directive aims to establish a uniform cybersecurity framework across all EU member states. It provides comprehensive guidelines to facilitate consistent transposition into local law. To align with the NIS2 Directive, organizations are advised to start defining their compliance roadmap and enhancing their cybersecurity awareness. This proactive approach will ensure they are well-prepared to meet the new cybersecurity standards and contribute to a more secure and resilient digital Europe.</p> <p><b>Luke Barton</b> - CompTIA</p>
15:45-16:45	<p><b>Empowering with Community Solutions</b></p> <p>To enhance transparency and encourage a broad spectrum of viewpoints, we are introducing an anonymous feedback mechanism via Slido. This tool empowers our team members to share their challenges without revealing their identities, creating a secure space for advice. The accumulated responses will serve as a valuable resource to gauge collective opinions on diverse matters and assist in our decision-making procedures.</p>
16:45-17:00	<p><b>Benelux Community Wrap Up</b></p> <p><b>Daniëlle Meulenberg</b> - Sophos and <b>Steven Tytgat</b> - Tyneso</p>
17:00-19:30	<b>Networking Buffet Dinner &amp; Drinks</b>