

Community Meeting

Eindhoven 23 November 2023

8:45 - 9:00	Registration Breakfast and Networking
9:00 - 10:00	Women in Tech Networking – Open to ALL
10:00 - 10:20	CompTIA Welcome Estelle Johannes - CompTIA
10:20 - 10:35	Introduction: The CompTIA Community Daniëlle Meulenberg - Sophos and Steven Tytgat - Tyneso
10:35 - 10:55	Keynote: AI in Business: Embrace, Invest, or Lock Out? Hans Demeyer - Digital Comfort Factory
10:55 - 11:35	Q&A with Hans Demeyer
11:35 - 12:00	The Future of MSPs: Embracing the Automation and AI Revolution Jamie Claret - Amazing Support
12:00 - 13:00	Lunch
13:00 - 13:35	Mastering Digital Marketing for MSPs Nicolas Demeure, ChannelNews.be Rien van den Bosch, AI5050
13:35 - 14:30	The Benelux Community World Café Workforce discussion: Giselle Alaniz - Microsoft MSP discussion : Ashley Shut - ESET AI discussion: Jamie Claret - Amazing Support
14:30 - 15:00	Break
15:00 - 15:15	Supporting Kika: The Chosen Charity Recipient of CompTIA Benelux Steffie Jansen - Kika with Pierre Kleine Schaars - Quality ICT B.V
15:15 - 15:45	Understanding the NIS2 Directive: Luke Barton - CompTIA with Zeshan Sattar - CompTIA
15:45 - 16:30	Empowering with Community Solutions (interactive Session) Katrin Giza – CompTIA with Estelle Johannes - CompTIA
16:30 - 16:50	2024 Community Meeting What Do You Want to See from Your Community Jos Hageman - Hageman Scale-up
16:50 - 17:00	Benelux Community Wrap Up Daniëlle Meulenberg – Sophos and Steven Tytgat - Tyneso
17:00 - 19:30	Networking Buffet Dinner & Drinks

The Speakers



Daniëlle Meulenberg
Channel Account Executive MSP/CSP
Western Europe
Sophos
Executive Council Chair
CompTIA



Steven Tytgat
CEO
Tyneso NV,
Executive Council Vice Chair
CompTIA

Introduction: The CompTIA Community

Join us for an engaging session where we introduce the esteemed Chair and Vice Chair of the CompTIA Benelux Community. This is your opportunity to meet the driving forces behind the community and learn more about their vision, goals, and the personal significance the community holds for them.



Hans Demeyer
Co founder
Digital Comfort Factory

Keynote: AI in Business: Embrace, Invest, or Lock Out?

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.



Jamie Claret
Head of Automation
Amazing Support

Jamie Claret is a long in the tooth professional in the IT industry with twenty-five years of experience across all areas of IT. He is the owner and Director of Amazing Support (a multi award winning Managed IT Service Provider) and his latest venture is Autonomate (an AI and Automation business specialising in the Mid-Market). His expertise lies in leveraging technology to streamline processes and optimise efficiency for medium-sized businesses but with a single-minded focus on customer service and speaking only in 'human'!

The Future of MSPs: Embracing the Automation and AI revolution

In an ever-evolving landscape, MSP's stand at a pivotal juncture. The demand for automation and AI is not just a fleeting trend but a testament to the shifting requirements of operational efficiency and client expectations, whilst also managing skill shortages and the increasing cost of staff. This presentation, led by Jamie Claret owner of an MSP (Amazing Support) and an Automation & AI Business (Autonomate), delves into the compelling reasons why MSPs must integrate and embrace automation into their services. Unless you have been living under a rock for the past twelve months you (and your clients) will have heard about and most probably played with ChatGPT. Automation on the other hand is an elusive and mysterious technology bringing images of Terminator and robotic warehouses to mind.

In this talk Jamie will smash those preconceptions and show you large corporates that have been embracing an automation revolution in the Office, not the warehouse. He will explain what automation really looks like, the benefits it brings and why he believes all MSP's should be talking to their clients about the new revolution (not just AI!). Jamie will explain the challenges that MSP's will face if they want to embrace automation as well as the pushback they will very likely get from their own staff. He really does believe that MSP's and Vendors who do not embrace this technology will be left behind by the newer and forward-thinking companies that embrace automation from the start



Nicolas Demeure
 Publisher
 ChannelNews.be



Rien van den Bosch
 Co Organizer
 AI5050

Meet Rien van den Bosch, the driving force behind Thoas Projects. With a career spanning over two decades, Rien is your go-to expert for all things digital marketing, specializing in content marketing, digital strategy and B2B events and concepts.

His journey began in 1999 at Agfa Gevaert, where he kick-started his marketing and sales career. For almost a decade, he honed his skills at prominent B2B publishers in Belgium and the Netherlands.

In 2012, Rien co-founded Thoas Projects with two visionary partners, and the rest is history. He's been the guiding hand behind national and international brands, helping them navigate the digital marketing landscape and crafting engaging B2B concepts.

Rien is also senior advisor and partner at BeCommerce/SafeShops, a leading e-commerce label in Belgium.

But Rien's not all business; he's a nature enthusiast too. You'll often find him exploring the picturesque Hageland landscape on his trusty mountainbike.

Rien van den Bosch: Your digital marketing guru, adventure seeker, and the brains behind innovative events that leave a lasting impression.

Mastering Digital Marketing for MSPs

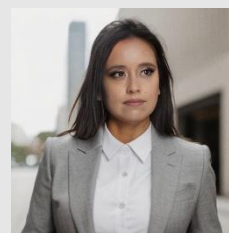
In this engaging keynote session, we delve into the world of digital marketing with a specific focus on Managed Service Providers (MSPs). We'll explore key strategies, tools, and best practices that MSPs can leverage to enhance their digital presence, engage their target audience, and drive business 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.



Ashley Schut
 Head of MSP
 ESET
 Nederland



Jamie Claret
 Head of
 Automation
 Amazing Support



Giselle Alaniz
 Global Partner
 Support Evangelist
 Microsoft

The Benelux Community World Café

A World Café style session is a structured conversational process intended to facilitate open discussions, and link ideas within a larger group to access the collective intelligence in the room. The environment is set up into tables, each with a topic to discuss and each topic area has a host. Participants gather around these tables to discuss the topic, and to progressively build upon each other.

Workforce Discussion: Giselle Alaniz

MSP Discussion: Ashley Schut

AI Discussion: Jamie Claret - Amazing Support



Steffie Jansen

Manager Marketing & Communicatie
Stichting Kinderen Kankervrij (KiKa)

Steffie Jansen from KiKa takes the audience on a brief journey through the work of KiKa in her presentation. What does KiKa do? What have we achieved so far, and how can you contribute to help? Discover why the Prinses Máxima Centre is incredibly significant and how we're accelerating toward 100% recovery from childhood cancer. CompTIA is making a wonderful contribution to this cause.



Pierre Kleine Schaars

Cyber Security Business
Development
Quality ICT B.V / Co-owner

Supporting Kika: The Chosen Charity Recipient of CompTIA Benelux

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.



Luke Barton

Senior Manager, Business Development
CompTIA



Zeshan Sattar

Senior Director, Learning &
Skills Certification
CompTIA

Zeshan Sattar has worked across a range of technical roles including the service desk as the first line of defence to a systems administrator with responsibility to architect and monitor secure networks for digital-first organisations.

Zeshan's current role as the Senior Director of Learning & Skills Certification involves guiding organisations on best practices for aligning global standards to ensure a cyber resilient workforce.

He spearheaded the creation of the award winning Cyber Ready programme which is designed to help individuals gain the knowledge, skills, and certifications to enter, build, and supercharge their cyber security careers.

Understanding the NIS2 Directive: Enhancing Cybersecurity and Resilience in the EU

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, organisations 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.



Katrin Giza
Community Manager
CompTIA

Katrin has spent most of her professional career in community management roles. She loves the community spirit and the passion people bring to the community. Also, seeing how the interaction and networking helps people grow and make progress with their businesses and professional lives due to being part of the community, is great to see. Katrin discovered her passion for the technical community whilst working for Microsoft for the MVP Award Program for ten years. Katrin currently lives in the south of Germany, she is half German, half Czech but grew in different countries and she has two daughters, a dog and a husband who keep her quite busy when she is not working.



Estelle Johannes
Snr Director, Member Communities
CompTIA

Estelle Johannes, leads the global Communities for CompTIA, and has over 12 years of experience working in the IT industry. Over the past 8 years, Estelle has been working with solution providers, vendors and distributors to understand challenges and identify ways of sharing best practices and accelerators to success. She has worked to make the community the voice of the industry and help drive solutions to make the organisations in the business of technology more successful.

Recently, Estelle gained recognition as a 2023 Channel Influencer in EMEA by Channel Futures. Her active support for women in technology and her advocacy for diversity earned her a spot on the 2022 CRN & HP Diversity A-List. She was also a nominee for the 2021 Women in Tech Excellence award. In 2020, PCR acknowledged her as one of the Top 25 Women in Tech. Furthermore, she was a finalist for the Business Leader of the Year at the Women in IT Awards 2019 and has been recognized as an Influential Woman in UK Tech.

Prior to joining CompTIA, Estelle spent five years managing a global channel focus community for senior channel professionals in the IT and the telecommunications industry. She studied Business Management and Marketing.

Empowering with Community Solutions (interactive Session)

Share your business challenges and get valuable insights, advice and ideas from the Community on how to handle these going forward. (Anonymous feedback mechanism will be used).



Jos Hageman
CEO/Owner at Hageman Scale-up

2024 Community Meeting

Jos will lead a community discussion where the audience contributes practical strategies that we, as a community and CompTIA, can employ to progress. The discussion will be a whole-room conversation, revisiting past topics and discussing the top 10 topics of the year helping to shape the plan and strategy for 2024. The Executive Committee will be part of these discussions, and we will commit to prioritise action items.