

Mechelen 6 February 2025

9:00-10:00	Genius Café (by prior appointment only) Geniuses: Ashley Schut (MSP Growth), ESET & Brian Schippers (Cybersecurity), Sophos	
09:30-10:00	Registration and Breakfast	
10:00-10:20	Welcome and Q&A MJ Shoer, CompTIA	
10:20-10:30	Community Update Steven Tytgat, Tyneso, Valérie Vernout, Data Wise Consultancy	
10:30-11:00	Panel: The Challenges of 2025 – Moderator: Steven Tytgat Panelists: Julien Courtois, Proofpoint, tbd	
11:00-11:30	Coffee & Networking break	
	Cybersecurity Track	Marketing & Sales Track
11:30-12:00	The Power Trio: Data Classification, Access Control, and AI Tycho Löke, PeopleRock	MSP success in a rapidly changing market Werner Moison, Paal15
12:00-12:30	Cybersecurity Isn't Just About Technology - It's About People Darrender Jordan, DJ Communication & Transformation	High Performing MSPs (Margins, EBITDA) – title tbd Robin Smit, Portland
12:30 -13:45	Lunch & (Genius Café 13:15-13:40 by prior appointment only)	
13:45-14:45	World Café (Roundtable Discussions): <ul style="list-style-type: none"> Do you know your data? – Tycho Löke, PeopleRock, Big tech monopolies vs MSPs – Steven Tytgat, Tyneso, How to attract new employees? - Barber Brinkman, Real Solutions Haarlem 	
14:45-15:15	Smart Approaches to Simplify the NIS2 Security Framework Patrick Banken, Kappa Data	Data and AI – title tbd Luis Quinta, Autonomate
15:15-15:45	Coffee Break	
15:45-16:00	Charity Update: De Lift Education Annemie Willekens	
16:00-16:15	Charity Update: Net4Kids Loek van den Boog	
16:15-16:45	Eye's Wide Open: A Hacker's Perspective, Kevin Zwaan, Q-Cyber	
16:45-17:00	Wrap-up and Closing Remarks: Timon Bergsma, Pax8	
17:00-21:30	Networking and Dinner	

*agenda subject to change