



Agenda

Monday, March 13

2:00 PM – 7:30 PM	Registration
3:00 PM – 4:00 PM	CompTIA ISAO Executive Steering Committee Meeting <i>By invitation</i>
4:00 PM – 5:00 PM	Community, Councils & ISAO Executive Council Meeting <i>By invitation</i>
5:00 PM – 5:30 PM	Networking Break
5:00 PM – 7:30 PM	Member Lounge <i>Open to all</i> Join our membership reps and CompTIA division staff in the Membership Lounge for a quick discussion on membership benefits and the other division's opportunities within CompTIA. The Membership Lounge will be open throughout CCF.
5:30 PM – 6:00 PM	Welcome New Member & Attendee Orientation: Make the Most of Your CompTIA Membership & CCF <i>Open to all</i> We're so glad that you're a part of the CompTIA Community! In this session—open to new and long-standing members—you'll learn about the latest and greatest CompTIA benefits and how to make the most of your membership. You'll also get tips on how to maximize your experience at CCF—from networking and expanding your industry peer group to joining working groups dedicated to the business topics that matter to you and your company. Presenter: Susan Kostbar, VP, Member Experience, CompTIA

6:00 PM – 7:30 PM	<p>Welcome Mix & Mingle <i>Open to all</i></p> <p>Meet and network with colleagues and industry leaders across CompTIA Communities and Advisory Councils over appetizers and cocktails.</p>
7:30 PM	Free time to explore the Windy City.

Tuesday, March 14

7:30 AM – 7:00 PM	<p>Registration & Member Lounge <i>Open to all</i></p> <p>Join our membership reps and CompTIA division staff in the Membership Lounge for a quick discussion on membership benefits and the other division's opportunities within CompTIA. The Membership Lounge will be open throughout CCF.</p>
8:30 AM – 9:00 AM	Networking Breakfast
9:00 AM – 10:00 AM	<p>CCF Welcome & Keynote <i>Open to all</i></p> <p>Join CompTIA's Chief Community Officer MJ Shoer for a state of the CompTIA Community overview, including what's new with membership, upcoming events, new benefits and more. Wayne Selk, vice president of cybersecurity programs and executive director of the CompTIA ISAO, will share information on the new Cybersecurity Trustmark and Cybersecurity Programming.</p> <p>Presenters: MJ Shoer, Chief Community Officer, CompTIA Wayne Selk, Vice President, Cybersecurity Programs, CompTIA</p>
10:00 AM – 10:15 AM	Networking Break
10:15 AM – 11:45 AM	<p>Community Meeting North America Community Kick-off <i>Open to all</i></p> <p>CompTIA's research team will present four major areas of interest for 2023: Channel, Cybersecurity, Workforce, and Digital Transformation. The team will share current data in these areas, discuss how these trends will impact your technology business, and present questions for CompTIA members to consider throughout the year.</p> <p>Presenters: Carolyn April, Senior Director, Industry Analysis, CompTIA Seth Robinson, Vice President, Industry Research, CompTIA Eric Anthony, Director, MSP Evangelism, Egnyte Rita Loncar, Head of Sales, Strategic Accounts and Federal Government, Check Point Software Technologies, Ltd.</p>
10:15 AM – 11:45 AM	<p>Advisory Councils Welcome & Introduction <i>By invitation</i></p>
10:15 AM – 12:15 PM	<p>MSP Profit Builder Course Session 7</p> <p>In this session, students of the MSP Profit Builder Course that kicked off in August at ChannelCon present their capstone projects.</p>

	<p>Note that attendance for this session is <i>limited to students</i> who enrolled in the program that started on August 2, 2022, at ChannelCon.</p> <p>Presenter: George Mellor, President & CEO, KloudReadiness</p>
10:15 AM – 3:15 PM	<p>Managing the Technology Channel Part 1 <i>Separate registration required</i></p> <p>Managing the Technology Channel Part 1 offers those in channel management roles the opportunity to further develop the skills and knowledge needed to lead initiatives and investments that drive indirect sales revenue. This eight-module bootcamp is designed to give participants the mindset, concepts, knowledge, and skill to grow into an “evolved channel manager.” Note this session will break for lunch from 12:00 – 1:00 PM.</p> <p>Presenter: Stacy Whitley, CAE; Marketplaces and Telco, Sophos</p>
12:00 PM – 1:00 PM	Lunch
1:00 PM – 2:30 PM	<p>Community Meeting MSP Committee Working Session <i>Open to all</i></p> <p>Rapid change is happening across the IT channel today, affecting business models, the competitive landscape, buying patterns, M&A activity and more. So, how do MSPs feel about the future?</p> <p>In this working session, we’ll explore what’s next for MSPs, including how you can stay profitable in an uncertain economic climate, solve customer challenges with new solutions, open new avenues for your business through partnerships, and more.</p> <p>Moderators: Eric Anthony, Director, MSP Evangelism, Egnyte Juan Fernandez, Co-Founder/CEO, MSP Growth Coalition Shannon Mayer, Director Customer Demand Generation, Kaseya MJ Patent, Vice President Marketing, Logically</p>
1:00 PM – 3:30 PM	<p>Advisory Council Working Meetings <i>By invitation</i></p>
1:00 PM – 3:30 PM	<p>Business Genius Café – CompTIA Members Only - Book 1:1 Business Advice with Industry Experts <i>Open to all</i></p> <p>CompTIA solution provider (SP) members are invited to book 25-minute appointments to get advice on a range of different topics and challenges. Business experts will share top tips and <i>insight</i> during these one-on-one meetings, where you can discuss strategies and challenges that are unique to your business. SP members interested in participating may contact geniuscafe@comptia.org to reserve your time slot (<i>available on a first-come, first-served basis</i>).</p> <p>Topics Include:</p> <ul style="list-style-type: none"> • Cybersecurity • CompTIA ISAO • Marketing • Sales • Workforce/Hiring • Leadership & Strategy

2:30 PM – 2:45 PM	Networking Break
2:45 PM – 4:15 PM	<p>Community Meeting Workforce Committee Working Session <i>Open to all</i></p> <p>As IT continues to be an in-demand career, what is the best way to ensure you keep your staff and continue to meet increasingly complex technology challenges? By upskilling! But how do you actually implement a plan to train and upskill your IT employees? Hear how real technology companies have utilized CompTIA programs to upskill their workforces.</p> <p>In this session you will work with your fellow members and CompTIA staff to find the resources you need and build the right training program for your business.</p> <p>Moderators: Carrie Green, Vice President Strategy, Alt-Tech Ashley Martinez, Supervisor, Digital Experience, TD SYNTEX Cynthia Mooney, Global Sales Account Manager, HP Hannah O’Donnell, Vice President Sales, Collabrance Eric Torres, Vice President Channel, ScalePad</p>
3:45 PM – 5:00 PM	<p>Advisory Council Working Meetings <i>By invitation</i></p>
4:15 PM – 5:00 PM	<p>Table Topics <i>Open to all</i></p> <p>Join us for informal and informative conversations with CompTIA representatives from programs across the association and learn how you can get even more from your membership:</p> <ul style="list-style-type: none"> • Meet with a member rep for updates on the latest CompTIA benefits and learn how you can take advantage of discounts, industry education, training opportunities and more. • Dive into the new Cybersecurity Trustmark program and get tips on how to successfully implement these critical standards in your business. • Hear about how CompTIA Spark is bringing high quality tech education to youth and find out how members can help support these vital programs. <p>Come with questions! We encourage you to take this opportunity to find out how CompTIA can further benefit your career, your business, your workforce and even your community!</p>
5:00 PM – 6:00 PM	Free time to relax.
6:00 PM – 6:30 PM	<p>Spotlight Awards Reception <i>Open to all</i></p>
6:30 PM – 8:30 PM	<p>Spotlight Awards Dinner & Ceremony <i>Open to all</i></p> <p>The Spotlight Awards recognize individuals and companies that are leading the way for the CompTIA Community and displaying excellence in the tech industry. Join us for an evening of celebration as we announce the winners of the 2023 Spotlight Awards and honor your peers and colleagues.</p>

Wednesday, March 15

7:30 AM – 1:30 PM	Registration & Member Lounge
-------------------	---

	<p><i>Open to all</i></p> <p>Join our membership reps and CompTIA division staff in the Membership Lounge for a quick discussion on membership benefits and the other division's opportunities within CompTIA. The Membership Lounge will be open throughout CCF.</p>
8:30 AM – 9:00 AM	<p>Networking Breakfast</p>
9:00 AM – 9:30 AM	<p>Keynote <i>Open to all</i></p> <p>The annual State of the Channel research report published by CompTIA provides an in-depth look at the trends shaping the technology ecosystem. In this keynote, Carolyn April, senior director of industry analysis, will cover data coming out of the 2023 State of the Channel report, including the evolution of the channel, the state of partner-vendor relationships, opportunities and challenges ahead for MSPs, the health of the channel workforce, and more.</p> <p>Presenter: Carolyn April, Senior Director, Industry Analysis, CompTIA</p>
9:30 AM – 11:00 AM	<p>Community Meeting Emerging Technology Committee Working Session <i>Open to all</i></p> <p>Across the tech industry, the term “emerging technology” has become a catch-all descriptor for the futuristic advances that will drive the next wave of innovation.</p> <p>With emerging technology established as a strategic way for IT leaders to build solutions on new platforms, our focus in this working session will be on the practical applications of emerging technology in IT and business operations. We’ll discuss practical uses for new and innovative technology solutions, best practices and implementation of these technologies in your own business as well as your customers’ businesses.</p> <p>Moderators: Tracie Orisko, Senior Director, Sales Development & Community, Huntress Greg Plum, Director/Principal North America, PartnerReady Rob Senatore, CEO/Managing Member, Data2Go Wireless Chris Whitaker, Vice President of Advanced Solutions, IoT and Wireless, Telarus</p>
9:30 AM – 11:00 AM	<p>Advisory Council Working Meetings Report Outs <i>Open to All</i></p> <p>Join us for the final report outs from CompTIA’s six Industry Advisory Councils working meetings. From Cybersecurity to AI, the Advisory Councils produce much of the content that fuels our member portal. You will find out the direction and future plans for all the councils, as well as what content they are planning on producing in 2023.</p>
9:30 AM – 1:30 PM	<p>Managing the Technology Channel Part 2 <i>Separate registration required</i></p> <p>Building on the foundations of Part 1, Managing the Technology Part 2 is an eight-module bootcamp that prepares Channel Account Managers to improve the vendor value proposition through strategic partner planning, enabling recurring revenue, and developing a better understanding of the partner experience and customer experience.</p> <p>Presenter: Stacy Whitley, CAE; Marketplaces and Telco, Sophos</p>

10:00 AM – 11:00 AM	<p>Business Genius Café – CompTIA Members Only - Book 1:1 Business Advice with Industry Experts <i>Open to all</i></p> <p>CompTIA solution provider (SP) members are invited to book 25-minute appointments to get advice on a range of different topics and challenges. Business experts will share top tips and <i>insight</i> during these one-on-one meetings, where you can discuss strategies and challenges that are unique to your business. SP members interested in participating may contact geniuscafe@comptia.org to reserve your time slot (<i>available on a first-come, first-served basis</i>).</p> <p>Topics Include:</p> <ul style="list-style-type: none"> • Cybersecurity • CompTIA ISAO • Marketing • Sales • Workforce/Hiring • Leadership & Strategy
11:00 AM – 12:30 PM	<p>Community Meeting Cybersecurity Committee Working Session <i>Open to all</i></p> <p>Cybersecurity remains one of the most pressing issues for technology businesses, but the hurdles that come from legacy views of IT and low understanding of the threat landscape make it difficult to follow the prescribed treatment. In this working session, we'll talk best practices for cybersecurity, how to adopt a new strategic approach, and how to overcome the financial and tactical challenges businesses often face, including stack alignment, customer compliance, vendor due diligence, and quantifying risk. We will also leverage the joint Cybersecurity Advisory's "Protecting Against Cyber Threats to Managed Service Providers and Their Customers" report, where we can define a Responsibility Matrix that covers both you and your customers. Come prepared by reading the report and rough draft matrix ahead of time!</p> <p>Moderators: Vince Crisler, Chief Strategy Officer, Celerium Raffi Jamgotchian, Chief Executive Officer, Triada Networks Barb Paluszkiwicz, Chief Executive Officer, CDN Technologies Inc. Alex Spigel, Chief Operating Officer, Choice CyberSecurity</p>
12:30 PM – 1:30 PM	<p>Networking Lunch & End-of-Event Recap <i>Open to all</i></p> <p>Enjoy lunch with industry colleagues and join a CompTIA discussion group of interest to you. Hear a recap from Community meetings and highlights for resources to help you in the coming year.</p>

Join us in the Membership Lounge throughout the event to meet with your CompTIA member rep and learn more about your benefits!