Agenda

Monday, March 11

12:00 – 7:30 PM	**Registration**
12:00 – 4:00 PM	**Cybersecurity Trustmark Workshop: Culture & Strategy Approach to the Trustmark** *Space is limited (see below)* Shifting your company culture into a cybersecurity-first mindset is a critical yet challenging aspect of building cybersecurity resilience. Based on feedback from CompTIA Community members, the "people and culture" is often the most difficult to navigate in the cybersecurity resilience journey. In this workshop, we will focus on this critical aspect, using CompTIA's Cybersecurity Trustmark as a strategic approach. This interactive session will involve participation and exercises that you can take back to your team. By attending this working session, you will gain a strategic approach to shifting your company culture towards a cybersecurity-first mindset, a key step in your cybersecurity resilience journey. **Space for this workshop is limited.** We welcome all CompTIA Community members to register and participate, but we kindly ask for your understanding that in the event we exceed capacity, priority will be given to MSPs, MSSPs and solution providers. This prioritization is in line with the focus of this workshop and is not intended to exclude any of our valued members. We appreciate your understanding and support of the CompTIA Community.
12:00 – 4:00 PM	**Cybersecurity Trustmark Workshop: Risk Management Course** *Space is limited (see below)* This course is an immersive dive into the world of business risk for MSPs. The first four parts of this five-part course will be taught at CCF. You will learn: Part 1 - Understand Business Risk Part 2 - Operationalize Your Risk Part 3 - Help Your Clients Understand Their Risk Part 4 - Create a Strategy for Risk **Space for this workshop is limited.** We welcome all CompTIA Community Members to register and participate, but we kindly ask for your understanding that in the event we exceed capacity, priority will be given to MSPs, MSSPs and solution providers. This prioritization is in line with the focus of this workshop and is not intended to exclude any of our valued members. We appreciate your understanding and support of the CompTIA Community.

4:00 – 5:00 PM	**Regional Group, Advisory Council, and ISAO Leadership Meeting** *By invitation* Hear an update on feedback from the Year-End Planning Meeting and take the opportunity to ask MJ anything. Presenter: MJ Shoer, Chief Community Officer, CompTIA and CEO, CompTIA Spark
4:00 – 6:00 PM	**Member Lounge** *Open to all* Visit our membership reps and extended CompTIA staff in the Membership Lounge to learn more about membership benefits and other department opportunities across different areas of CompTIA. The Membership Lounge will be open throughout CCF.
5:30 – 6:00 PM	**Welcome New Member & Attendee Orientation: Make the Most of Your CompTIA Membership & CCF** *Open to all* We're so glad that you're a part of the CompTIA Community! In this session—open to both new and long-standing members—you'll learn about the latest and greatest CompTIA Community 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	**Opening Reception and CompTIA Gives Back Charitable Activity** *Open to all* Please join us at the CCF opening reception. Network with fellow members and CompTIA staff while we participate in a service project. Don't miss this opportunity to give back and get to know your colleagues. An open bar and heavy hors d'oeuvres will be served.
7:30 PM	Free time to explore the Windy City.

Tuesday, March 12

7:30 AM – 6:30 PM	**Registration & Member Lounge** *Open to all* Visit our membership reps and extended CompTIA staff in the Membership Lounge to learn more about membership benefits and other department opportunities across different areas of CompTIA. The Membership Lounge will be open throughout CCF.
8:30 – 9:00 AM	**Networking Breakfast**
9:00 – 10:00 AM	**CCF Welcome** *Open to all* Join MJ Shoer, CompTIA's Chief Community Officer and CEO of CompTIA Spark, for a state of the CompTIA Community overview, including what's new with membership, upcoming events, new benefits, and more. Presenter: MJ Shoer, Chief Community Officer, CompTIA and CEO, CompTIA Spark

10:00 – 10:30 AM	**Unlocking Potential: How You Can Help Empower the Under- and Unemployed** *Open to all* Trying to hire hard-to-find tech resources? The CompTIA Student Affairs team will highlight a program that trains motivated individuals with an aptitude for technology and equips them with skills to thrive in the tech industry. Hear directly from three employer partners and a program graduate as they share their experiences and success stories. CompTIA Community members have the unique opportunity to give back—from hiring graduates to volunteering for mock interviews to visiting virtual classrooms as a guest speaker, we'll explore how we can work together to develop the next generation of tech worker—and find your next star. Presenters: Zach Brand, MBA, Senior Director of Delivery, Crossfuze Kathy Brennan, Senior Director, Student Affairs Chris Harris, Co-Founder, BridgeTech Tom Vranas, Chief of Staff, Innovation & People, Zentro Internet
10:30 – 10:45 AM	**Networking Break**
10:45 – 11:45 AM	**CCF Opening Keynote** *Open to all* Presenting the 2024 State of the Channel research, Carolyn April will decode the industry's complexities, revealing trends, challenges and opportunities shaping its future. Whether you're an industry veteran or a budding professional, this session will equip you with the knowledge and foresight to stay ahead of the curve. Starting with the "big picture," Carolyn will navigate attendees through the channel ecosystem, products and services, as well as business dynamics, and touch on topics like growth expectations and drivers, financial literacy, operational efficiency and preparing for the future. Presenter: Carolyn April, Senior Director, Industry Research, CompTIA
11:45 AM – 1:00 PM	**Networking Lunch/Keynote Discussion** *Open to all* Eat and meet to talk about the State of the Channel keynote and other topics.
1:00 – 2:30 PM	**Community Meeting** Mastering Cybersecurity Conversations with Clients: Interactive Scenarios and Workbook Creation *Open to all* Learn how to prepare for and successfully respond to different cybersecurity conversations and scenarios with the Cybersecurity Interest Group. Participants will split into breakout groups and examine different aspects of cybersecurity. Topics will include what information to share with clients about your cyber profile; what you need to know about them; how to help clients improve their cyber posture; and how to handle objections for cyber recommendations. The outcomes will be compiled into a cybersecurity workbook, which you can utilize as a playbook within your organization. Join us and engage with other attendees in problem-solving discussions in a no-risk peer-to-peer environment.

	Moderators: Vince Crisler, Chief Strategy Officer, Celerium Christopher Infante, Director, Engineering, Forward Edge Raffi Jamgotchian, Chief Executive Officer, Triada Networks Barb Paluszkiewicz, Chief Executive Officer, CDN Technologies Inc.
1:00 – 3:30 PM	**Business Genius Café – Book 1:1 Business Advice with Industry Experts** *CompTIA Members Only* 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 insights 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 reserve a timeslot **here** *(available on a first-come, first-served basis).* Topics Include: - Cybersecurity / ISAO - Marketing / Social Media - MSP Growth Strategy / Sales - Leadership & Strategy Questions? Please email geniuscafe@comptia.org
1:00 – 5:00 PM	**CompTIA Community Industry Advisory Council Working Meetings** *By invitation* - AI Advisory Council Meeting - Blockchain & Web 3 Advisory Council - Channel Development Advisory Council - Data Council Meeting Advisory Council - SaaS Ecosystem Advisory Council - IoT Advisory Council - Workforce Advisory Council
2:30 – 2:45 PM	**Networking Break**
2:45 – 4:15 PM	**Community Meeting** AWIT 2024 Kickoff: Shaping the Future of Women in Tech *Open to all* Relaunching for 2024, the Advancing Women in Technology group wants to hear from you! In this session, all attendees will have the opportunity to discuss topics including women in technical roles, women in the channel, DEI, cultural issues that impede progress in the workplace, and leveraging *leadership* for change. Join us to delve into important topics, participate in frank discussions, and share your perspective in an open forum to help shape the group's direction. We will also break into small groups to examine these critical topics at a deeper level and collectively work on developing tangible solutions that we can share publicly. Don't miss this brand-new start for the AWIT group. Join us to engage with fellow community members and contribute to a conversation that can help drive change in the tech industry. Moderators: Brook Lee, Channel Development Manager, Pia Cynthia Mooney, Enterprise Global Account Manager, HP Hannah O'Donnell, Vice President of Sales, GreatAmerica

4:15 – 5:00 PM	**Mentorship Mixer and Graduation Ceremony** *Open to All* Are you at the beginning of your career journey seeking guidance? Or perhaps you're an industry veteran eager to share your wisdom? This session is designed for both! Join us for drinks in a special happy hour, network with like-minded professionals, and sign up for our second mentorship cohort as either a mentor or mentee. The excitement doesn't stop there! We will be capping off the networking session with a graduation ceremony to honor and celebrate the first graduates of the CompTIA Community mentorship program. This is more than just a session—it's an opportunity to grow, connect, and be part of a community that supports each other's success. Don't miss out; join us to understand how the CompTIA Community mentorship program can transform your professional journey. Presenters: Carrie Green, SVP of Operations, Alt-Tech Cynthia Mooney, Enterprise Global Account Manager, HP Hannah O'Donnell, Vice President of Sales, GreatAmerica
4:15 – 5:00 PM	**Member Lounge Demos** • New Member Learning Portal site, launching early 2024 with Stephanie Morgan • CompTIA Spark • Cybersecurity Programs with Wayne Selk & Team • Membership with Josh Kilker & Team • Student Affairs with Kathy Brennan & Team
4:15 – 5:00 PM	**CompTIA Spark Roundtable** CompTIA Spark is the social innovation and impact arm of CompTIA and offers a way for the tech industry and workforce to give back to future generations. Join us in shaping the new TechGirlz corporate partner program! Your insights will help us inspire, educate, and empower girls for a more inclusive tech industry. Limited space available. Contact gbritton@comptia.org if interested.
5:00 – 6:00 PM	Free time
6:00 – 6:30 PM	**Spotlight Awards Reception** *Open to all*
6:30 – 8:30 PM	**North America Spotlight Awards Dinner & Ceremony** *Open to all* The North America 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 2024 North America Spotlight Awards and honor your peers and colleagues.

Wednesday, March 13

7:30 AM – 1:30 PM	**Registration & Member Lounge** *Open to all* Join our membership reps and extended CompTIA staff in the Membership Lounge to learn more about membership benefits and other department opportunities across different areas of CompTIA. The Membership Lounge will be open throughout CCF. 10:00 AM – 12:00 PM **Member Lounge Demos** • New Member Learning Portal site, launching early 2024 with Stephanie Morgan • CompTIA Spark • Cybersecurity Programs with Wayne Selk & team • Membership with Josh Kilker & team • Student Affairs with Kathy Brennan & team
8:30 – 9:00 AM	**Networking Breakfast**
9:00 – 9:45 AM	**IT Industry Outlook Fireside Chat** *Open to all* Join us for an enlightening discussion as industry luminaries Seth Robinson and Carolyn April engage in a fireside chat moderated by Adam Proulx. The trio will delve into the heart of the IT industry and explore key trends. Attendees can expect a look into the world of AI as Seth and Carolyn unravel the hype and what fueled it in the first place. They will shed light on cybersecurity, its governance issues, and the talent war among channel firms. In the realm of marketing, they'll offer fresh insights into why channel firms increasingly emphasize this function. The discussion on the skills gap will explore the shift towards skill-based hiring and retention and the implications of organizations focusing on internal training. They will round off with a look at digital transformation, exploring potential slowdowns and the goal of boosting workforce productivity. Presenters: Carolyn April, Senior Director, Industry Research, CompTIA Adam Proulx, Senior Manager, Community Engagement, CompTIA Seth Robinson, Vice President, Industry Research, CompTIA
9:45 AM – 11:00 AM	**Community Meeting** Navigating MSP Business Growth in the Changing Landscape *Open to all* Join the Managed Services Interest Group for an interactive session to discuss strategies to expand and enhance your business, including the opportunities for consulting services and the vast potential of AI, IoT, and other emerging technologies. Also, we'll discuss the newly published MSP Guidebook—how to use it and what it can do for you and your business. In addition, we will review survey results from our February group call, when we asked about opportunities and threats that are important to MSPs in 2024, and we'll brainstorm on group projects to develop around those ideas.

	This is your chance to get involved, make a difference, and help shape the future of the Managed Services Interest Group. Don't miss this opportunity to elevate your impact within our community. Moderators: Eric Anthony, Director, Partner Engagement, Egnyte Carrie Green, SVP of Operations, Alt-Tech Christopher Infante, Director, Engineering, Forward Edge Barb Paluszkiewicz, Chief Executive Officer, CDN Technologies Inc.
9:45 AM – 12:00 PM	**Member Champion Meeting** *Invite Only*
9:45 – 10:45 AM	**CompTIA Cybersecurity Programs Volunteer Leaders Planning Session** *(CompTIA ISAO Executive Steering Committee, Cybersecurity Global Task Force, Emergency Response Team Leadership Committee, Cybersecurity Trustmark Working Group)* *Invite Only*
11:00 – 11:15 AM	**Break**
11:15 AM – 12:30 PM	**Community Meeting** Inclusive Tech: Unleashing Diversity, Equity, and Inclusion in the IT Realm *Open to all* Led by the Diversity, Equity, and Inclusion interest group – join us for a dynamic working session where passionate IT industry professionals converge to drive meaningful change through diversity, equity, and inclusion (DEI) initiatives. This collaborative brainstorming session will explore innovative strategies to foster a more inclusive tech ecosystem. From dismantling barriers to amplifying underrepresented voices, let's collectively shape the future of IT by embracing diversity and ensuring equity for all. Come prepared to share insights, exchange ideas, and pave the way for a more inclusive tomorrow in the world of technology. Moderators: Terez Leach, Manager, MSP Marketing, Trend Micro Ola Witukiewicz, Senior Channel Engagement Manager, ScalePad
12:30 PM – 1:30 PM	**Lunch & Unplugged End-of-Event Recap** *Open to all* Enjoy lunch with industry colleagues and join a CompTIA discussion group of interest to you. Hear a recap of CCF sessions and learn about resources to help you in the coming year.

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