

Manchester 5 March 2024

Future-proof your business with the strategies, solutions, and success stories

09:30 – 10:00	Registration Breakfast and Networking
10:00 – 10:30	CompTIA Welcome Leanne Johnson, CompTIA
10:30 – 10:45	Maximising Today: Your Guide to Success Dan Scott, ConnectWise
10:45 – 11:15	Strategic Thinking and Action: Tools and Techniques for Business Success Tracy Pound, MaximITy
11:15 – 11:45	Why Mental Wellbeing is Good for Business Rachel Williams, Zest Lifestyle
11:45 – 12:15	Using Generative AI In Everyday Tasks: What it Means for Your Business and Your Clients Alex Whittles, Purple Frog Systems
12:15 - 13:40	Lunch
12:45 - 13:40	Reserve Your Place at the Genius Cafe: Exclusive 1:1 Sessions for CompTIA Members! Get 25 Minutes of Personalised Business Wisdom from Sales and Marketing Maestros. (By Appointment Only)
13:40 - 14:15	Empowering the Future: How You Can Help Advance Women in Technology (Panel) Moderator: Tracy Pound, MaximITy Panelists: Estelle Johannes, CompTIA Hannah Lloyd, InSOC Kristian Wright, InSoC
14:15 - 15:15	How Objections Can Help You Win A Sale Alex Smith, Discover Phenomenal Hannah Lloyd, InSOC
15:15 – 15:45	Value Strategies: Knowing Your Worth. How Not to Leave Money on The Table: Valuing Your Services Correctly (Panel) Moderator: Robert Gibbons, CARA Technology Panelists: Ian Groves, Start Tech Daniel Shone, APEX Computing Mark Williams, Pensar IT
15:45- 16:10	Break
16:10 – 16:45	Listen, Learn & Grow: How Understanding Your Client’s Needs is Key to Your Business Growth & Profitability Dan Scott, ConnectWise
16:45 – 17:15	Levelling Up Your Sales Game: Business Owners Share Their Secrets (Panel) Moderator: James Steel, Akamai Panelists: Dave Brereton, Myson Pages Phil Callow, Ark ICT Solutions Matt Leipnik, Chalk Circle
17:15 – 17:30	Key Insights Wrap up Dan Scott, ConnectWise
17:30 - 21:00	Networking Dinner & Drinks

