

#### **12:00 – 12:45 – Arrival and Lunch**

#### **13:00 – 13:45 – Introduction to The CompTIA Mission - Luke Barton, Senior Account Executive, CompTIA**

Join us for this enlightening session to discover how CompTIA is redefining the role of education in the tech industry and how you can be a part of this exciting journey.

#### **Key Takeaways:**

- Introduction to Learning-Centric Approach and how hands-on experience bridges the gap between theory and practice.
- Introduction to new vendor certifications and how they align with industry demands.
- Understanding the shift from certification to comprehensive learning.
- The importance of a solid educational foundation in career development.

#### **13:45 – 14:45 – The Undocumented Cyber Security Skills - James Stanger, Chief Technology Evangelist, CompTIA**

Dive into the depths of cyber security skills that go beyond the conventional curriculum, with a special focus on how CompTIA certifications stack up in the Netherlands. This session, grounded in the latest CompTIA research, offers a unique perspective on evaluating your organization's skills development strategies, understanding the evolving landscape of cyber security skills, including the integration of AI, and the pivotal role of data analytics.

#### **Key Takeaways:**

- Competitive Certification Landscape
- The need for a Strategic Skills Development focus
- Emerging Cyber Security Skills
- Data Analytics in Cyber Security

#### **14:45 – 15:05 - Break**

#### **15:05 – 15:50 – Power of Personas - Understanding your People and Life Cycle – Sophie Stocking, Marketing Director EMEA, CompTIA**

Unlock the full potential of your marketing strategy with the Power of Personas. This session promises to transform your approach to marketing, ensuring your campaigns are more targeted, engaging, and effective than ever before.

#### **Key Takeaways:**

- Foundations of Marketing Personas
- Accurately Reflect your Target Audience's needs, preferences, and behaviors.
- Enhancing Customer Journeys to enhance user experience.

#### **15:50 – 16:00 – Closing Remarks - Luke Barton, Senior Account Executive, CompTIA**