

**Date:** 3 & 4 March 2020  
**Location:** Manchester



## Community Meeting Agenda – *Inspire the Community to Greatness*

### 3 March 2020

---

16:00 – 17:30	<b>Marketing &amp; Sales Genius Cafe</b> – Book 15 mins with a Sales or Marketing Genius to get 1:1 advice for your business!
17:45 – 18:30	<b>Women Networking</b>
18:00 – 19:00	<b>Networking Drinks</b>
19:00 – 22:30	<b>Networking Dinner</b>

---

### 4<sup>th</sup> March 2020

---

08:30 – 09:00	<b>Registration, Breakfast and Networking</b>	
09:00 – 09:15	<b>Welcome</b>	
09:20 – 10:10	<b>Opening Keynote: 5 Choices</b> <b>5 choices.</b> We all make choices. Sometimes consciously, often less so. Five choices to make more consciously are (1) to be excellent rather than Ok (2) to work <b>on</b> your business not just in it (3) to walk, not just talk (4) to build your personal brand as a verb rather than a noun (5) to develop EQ not just survive on IQ.  <i>Speaker: Nicholas Bate, Founder, Strategic Edge</i>	
10:15 – 10:35	<b>Charity Update – Apps for Good Charity Update</b>	
10:35 – 11:00	<b>Networking Break</b>	
11:00 – 12:00	<b>Breakouts</b> Each leader will introduce their breakout sessions; the community will then break into the following groups according to interest.  <b>Breakout 1: Discover What Winning MSP's At The Top Of Their Sales Game Are Doing Differently</b> Discover advanced sales and positioning strategies; how to proactively engage with decision makers, how to articulate the value in your MSP offering and how to price on a value delivered model rather than a cost-plus model  And all of this without needing to spend a fortune on marketing or using pushy sales techniques that let's face it... makes most of us in this community incredibly uncomfortable  <b>Speaker: Fiona Challis, Founder</b> Next-Gen Sales Training Ltd <a href="#">@gen_sales</a>	<b>Breakout 2: Unconference</b>  We've all had the conversations (normally late at night over a beer) where a small snippet of the conversation has changed (or in my case revolutionised) your business, this session is aimed at emulating or at least kick starting these conversations.  This unconference session is a peer to peer discussion. Over the hour we will be crowd sourcing suggestions and thoughts on any issue you have, be that Personnel, Technology, Business, Outsourcing or just "HELP I HAVE NO IDEA WHAT I'M DOING"  <b>Facilitator: Robert Gibbons, Head of</b> Managed Services, Evaris Solutions Plc <a href="#">@RobertGibbons</a>

**Date:** 3 & 4 March 2020  
**Location:** Manchester



---

**Lunch and Networking Break**

12:00 – 13:00 **CompTIA Book Club – Books (and podcasts) that Changed My Business Life**

**Mark Matthews**, CEO, ATG-IT, [@thecrispguy](#)

**Tirene Doepel**, Head of Marketing, Network Group [@TireneDoepel](#)

---

13:00 – 13:45 **Keynote: Industry Outlook - Tracy Pound**, MD, Maximity / CompTIA Board of Directors  
[@TracyJPound](#)

---

13:50 – 14:50 **Breakout**

Each leader will introduce their breakout session, and attendees will select a session based on interest.

**Breakout 3: Building and Nurturing Tech Talent**

In this fast-paced session, we will share the range of initiatives that we've been involved with over the last year. Come and find about our workforce development programmes, cyber security career pathways, and what exactly are T Levels.

**Speaker: Zeshan Sattar**, Director of Learning & Skills at CompTIA UK  
[@zeshandotcom](#)

**Breakout 4: Cyber Threat Intelligence Workshop**

Information on impactful attacks is out there just waiting to be collected and used to protect your organization from malicious actors - even at a nation state level. Ian will provide case studies and hands on examples of how to plan, collect, process, analyse, and disseminate cyber threat intelligence products for an organization or Managed Service Provider

**Facilitator: Ian Thornton Trump**, CISO, Cyjax Limited [@phat\\_hobbit](#)

---

14:55 – 15:20 **Networking Break**

---

15:20 – 15:40 **Community Updates**

---

15:45 – 16:45 **Keynote: Member Spotlight Panel: What have I learnt in 2019 and what is my vision for 2020**

**Moderator: Kristian Wright**, COO, InSOC [@inSOCinc](#)

Panelists:

- **James Pittick**, Channel Director, DS Indirect Channel, Canon [@JamesPittick](#)
  - **Astra Duke**, Director, Customer Experience, EMEA, LogicMonitor [@LogicMonitor](#)
  - **Michael Freeman**, Managing Director, Southern IT Networks [@\\_MJFreeman](#)
- 

16:45 – 17:00 **Meeting Wrap-Up and Close**