

XChange Solution Provider 2K10

Premium Executive Content Track

Thursday, March 11, 2010

ONLY
\$195
To Attend

These sessions will feature exclusive research, expert instructors and peer interaction in a workshop setting designed to enhance your business practices and bolster your management skills. These courses offer compelling executive content designed exclusively for individuals who are managing solution provider organizations and developing strategies based on proven techniques. Each session will include workbooks, white papers and survival guides on each topic.

Agenda

8:00am – 8:30am

Continental Breakfast for Premium Content Attendees

8:30am – 9:15am

Session: Fiscal Fitness Master the financial aspects of managing the next-generation channel model—cloud computing and managed services. The session will teach you how to migrate all or a portion of your current business to these new models by indentifying best practices, vendor platforms and choices, pricing, compensation and profitability models around new technologies and services. You also will gain insight into how today's leading customer segments are embracing cloud Computing and managed services.



This session will be led by **James Kernan**, Senior Consultant, 4Profit, and author of the 36 Month Millionaire Coaching Program

9:30am – 10:15am

Session: Leadership Here you will learn the lessons to bolster your leadership skills. Look at some of the most pressing issues facing today's managers from a different perspective and one tailored to your needs. According to a recent survey, 87 percent of employees intend to leave their firms in 2010, are networking or have updating their resumes. Can you afford to do nothing about how this might affect your firm? Attend this event for a step-by-step system you can follow to better hire, manage, develop and retain top performers.



This session will be led by **David Russell**, CEO of ManagetoWin Inc. and author of the book "Success With People."

10:15am – 10:45am

Networking Break

For information and details on the Premium Executive Content Track please contact,
Nancy Hammervik, Senior Vice President, Events at 516-562-7679 or
nancy.hammervik@ec.ubm.com.

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Session: Marketing Mavens This is a session dedicated to building your brand through effective marketing techniques. Solution providers have traditionally not been masters of marketing, and it has impacted their ability to grow and thrive. What has come to light recently is the role marketing has played in building the industry's fastest-growing VARs. These organizations value marketing and use it as a differentiator when it comes to generating demand and building a brand. But what can you do to improve your marketing efforts? Marketing-savvy VARs leverage a wide range of marketing platforms and functions to promote their services, skills and brand to customers, partners and vendors.



This session will offer insight into how to improve your marketing strategy whether you are a novice or expert. It will be led by **Stewart Krentzman**, an industry veteran who has served in executive capacities at major consumer product companies and high-tech manufacturers. He is also an MBA marketing instructor at New York University.

11:45am – 12:30pm

Session: How to Build a \$100 Million VAR Organization—Grow, Merge or Find your Niche Hear directly from a solution provider that has built a successful VAR organization by focusing on the customer. Many solution providers believe they have what it takes to grow but make fundamental mistakes along the way. Alice from Alice" In Wonderland" ponders which road to choose and asks the Mad Hatter for advice. The Mad Hatter's response: "If you don't know where you are going, any road will get you there." The same is true for solution providers, who must decide where they are going and why before charting a growth plan.



This session will help you understand the risks associated with growth and how to think strategically. "Growth is not our primary goal but the byproduct of being great," says one fast-growing VAR. This session will be led by **John Varel**, CEO, FusionStorm.

12:30pm – 1:00pm

Lunch & Wrap Up

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