



brought to you by **ascii**
the ascii group, inc.

ASCII RESELLER SUCCESS SUMMIT

2010

Interactive. Unbiased. It's ASCII.

2010 Reseller Success Summit Agenda

Los Angeles, Washington DC, NY/NJ, Chicago, Orlando, Boston
24 Reseller Moderated Panels in 6 Cities

Networking Breakfast Buffet from 7:30 am to 8:00 am

Begin	End	SUCCESS SUMMIT AGENDA
7:30 AM	8:00 AM	Dedicated Networking Breakfast
8:00 AM	8:30 AM	Peer Activity: "Role-Playing to Win: Overcoming Objections in Selling Managed Services."
8:35 AM	9:05 AM	Keynote: "The Wisdom of Tech Crowds: Why the many are smarter than the few and how collective wisdom shapes business"
9:10 AM	9:40 AM	Storage Keynote – to be announced
9:45 AM	10:30 AM	Industry Panel: "Cloud Consulting - The Conversation You Need to Have Now With Your Clients."
10:35 AM	10:45 AM	Break
10:45 AM	11:15 AM	Services Keynote – to be announced
11:20 AM	12:05 PM	Industry Panel: "How to Maximize Service Delivery and Utilization Rates"
12:10 PM	2:10 PM	Lunch courtesy of ASCII and our Sponsoring Vendors
2:15 PM	2:45 PM	Keynote: "Monetizing Satisfaction – Remote Management Strategies and Server Performance for the SMB"
2:50 PM	3:35 PM	Industry Panel: "Approaches on Leveraging the "Security" Conversation to Retain Customers."
3:35 PM	3:45 PM	Break
3:50 PM	4:20 PM	Group Activity: "With \$500K in Recurring Revenue, Gary Pica takes on his next challenge - you!"
4:25 PM	5:20 PM	Industry Panel: "Strategies to Maximize Your Brand against the Commoditization of Managed Services."
5:20 PM	6:30 PM	Live Voting, Closing Awards Ceremony & Prize Giveaways