

# Channel Summit 2016: Agenda

May 4-6 | Renaissance Hotel, Austin, TX

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## Event Logistics

### Registration

Registration will be located outside **Ballroom B**

### Breakfast

Breakfast will be served from 7:00 AM - 8:30 AM on Wednesday and 6:30 AM - 8:00 AM Thursday & Friday in the **Arbor** outside Ballroom A

### Lunch

**Wednesday & Friday** - Lunch will be served in the **Arbor** outside Ballroom A

**Thursday** - Speed Dating Lunch will be served in the **Glass Oaks Ballroom**

### Dinner

**Wednesday & Thursday** - Dinner will be part of the Vendor Fair in **Ballroom AB**

**Friday** - Dinner will be part of the Offsite Event at the **Alamo Drafthouse Cinema**

### General Sessions

General Sessions will be held in **Ballroom A**

### Individual Tracks & Sessions

**Thursday & Friday** - All other sessions will be in the **Wedgewood, Concho, Nueces** or **Guadalupe** rooms.

## Special Events

### Wednesday, May 4th

**Apple Campus Event** 1:30 - 5:00 PM **Apple Campus**  
*(Meet in the lobby at 1:15 pm to board buses.)*

**ASMC Vendor Fair** 6:00 - 9:30 PM **Ballroom B**

### Thursday, May 5th

**ASMC Speed Dating Lunch** 12:00 - 2:00 PM **Glass Oaks Ballroom**

**ASMC Vendor Fair** 6:00 - 9:30 PM **Ballroom B**  
Anchored by Ingram Micro

**ASMC After Hours Lounge** 9:30 - 12:00 AM **Glass Oaks Ballroom**

### Friday, May 6th

**ASMC Offsite Event** 5:00 - 11:00 PM **Alamo Drafthouse Cinema**  
*(Meet in the lobby at 4:45 pm to board buses.)*

# Agenda: Day 1

Wednesday, May 4th

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7:00 AM	ASMC Breakfast	Arbor
8:30 AM	ASMC Welcome	Ballroom A
9:00 AM	Keynote: Leader of the Future, <i>John Spence</i>	Ballroom A
10:00 AM	Break	
10:30 AM	ASMC Solution Panel: Marketing - Doing More With Less	Ballroom A
11:15 AM	ASMC Solution Panel: Automating Social Media	Ballroom A
12:00 PM	ASMC Lunch	Arbor
1:30 PM	Apple Campus Sessions <i>(Meet in the lobby at 1:15 pm to board buses.)</i> <i>- Apple Resellers Only</i>	Meet in Lobby
2:00 PM	Check-In at Apple	
2:30 PM	Apple Channel Sales Update, <i>Tim Pound</i>	
3:30 PM	Mystery Shop Program, <i>Apple Channel Sales Team</i>	
4:00 PM	Premier Partner Program, <i>Apple Channel Sales Team</i>	
4:30 PM	Board Buses to Hotel	
6:00 PM	ASMC Vendor Fair	Ballroom B

# Agenda: Day 2

Thursday, May 5th

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6:30 AM	ASMC Breakfast	Arbor
8:00 AM	Apple SEED Program - <i>Apple Resellers Only</i>	Ballroom A
8:30 AM	Keynote: Business Growth in the Age of Distractions, <i>Chris Brogan</i>	Ballroom A
9:30 AM	Break	
10:00 AM	ASMC Member Benefits	Ballroom A
10:30 AM	Gold Sponsor: Savant	Ballroom A
11:00 AM	AppleCare: GSX - Best Practices, Tips and Feedback <i>- Apple Resellers &amp; Service Providers Only</i>	Ballroom A
12:00 PM	ASMC Speed Dating Lunch	Glass Oaks Ballroom
2:15 PM	Bushel: Managed Services Success Story	Wedgewood
2:15 PM	ASMC Roundtable: 3 Changes You Made That Worked or Didn't	Concho
2:45 PM	ASMC Solution Panel: Out of Warranty Repairs	Wedgewood
3:00 PM	Bushel Discussion	Nueces
3:30 PM	Silver Sponsor: QNAP	Wedgewood
3:45 PM	Ingram Cloud Solutions Overview	Wedgewood
4:00 PM	Silver Sponsor: Absolute	Wedgewood
4:00 PM	AppleCare Rep Meetings	Nueces
4:00 PM	Ingram Cloud Solutions - Small Group Discussion	Guadalupe
4:15 PM	ASMC Solution Panel: Building & Querying Your Customer List	Wedgewood
4:15 PM	ASMC Roundtable: HIPAA	Concho
4:45 PM	Apple Channel Sales Team: B2B Sales Session	Wedgewood
5:15 PM	Preventing Credit Card Fraud, <i>Tommy Thompson</i>	Wedgewood
5:15 PM	Apple Channel Sales Team: CPC Feedback Session	Concho

## Evening Events

6:30 PM	ASMC Vendor Fair Anchored by Ingram Micro	Ballroom AB
9:30 PM	ASMC After Hours	Glass Oaks Ballroom

# Agenda: Day 3

Friday, May 6th



6:30 AM	<b>ASMC Breakfast</b>	<i>Arbor</i>
8:00 AM	<b>ASMC Business Meeting</b> <i>- ASMC Members Only</i>	<i>Ballroom A</i>
8:30 AM	<b>AppleCare Update</b> <i>- Apple Resellers &amp; Service Providers Only</i>	<i>Ballroom A</i>
9:30 AM	<b>Break</b>	
10:00 AM	<b>Keynote: Brand Strategy from Concept to Retail</b> <i>Scott Petersen, Fiction</i>	<i>Ballroom A</i>
11:00 AM	<b>Apple Channel Sales Team: Merchandising</b> <i>- Apple Resellers Only</i>	<i>Ballroom A</i>
11:30 AM	<b>ASMC Best Practices Session: Compensation</b>	<i>Ballroom A</i>
12:00 PM	<b>ASMC Lunch</b>	<i>Arbor</i>
1:00 PM	<b>Customer Interaction Use Cases, Jack-Daniyel Strong</b>	<i>Ballroom A</i>
1:00 PM	<b>Tim Pound Roundtable #1</b>	<i>Nueces</i>
1:00 PM	<b>Fiction One-on-One Sessions</b>	<i>Guadalupe</i>
1:45 PM	<b>Tim Pound Roundtable #2</b>	<i>Nueces</i>
1:45 PM	<b>ASMC Roundtable: Compensation</b>	<i>Concho</i>
1:45 PM	<b>Watchman Enrollment Codes, Allen Hancock</b>	<i>Ballroom A</i>
2:00 PM	<b>ASMC Solution Panel: Tools We Use, Allen Hancock</b>	<i>Ballroom A</i>
2:30 PM	<b>ASMC Solution Panel: Training Service for Sales</b>	<i>Ballroom A</i>
2:30 PM	<b>Tim Pound Roundtable #3</b>	<i>Nueces</i>
3:00 PM	<b>ASMC Best Practices Session: DeepSpar</b>	<i>Ballroom A</i>
3:15 PM	<b>Tim Pound Roundtable #4</b>	<i>Nueces</i>
3:15 PM	<b>ASMC Roundtable: Compensation</b>	<i>Concho</i>

## Evening Events

5:00 PM	<b>Depart for an Evening in Downtown Austin</b> <i>(Meet in the lobby at 4:45 pm to board buses.)</i>	<i>Meet in Lobby</i>
6:00 PM	<b>Dinner, Drinks &amp; A Movie</b> Dinner & Captain America Civil War 3D	<i>Alamo DraftHouse Cinema</i>