

### Registration and Breakfast – 8:00 AM – 9:00 AM – Centennial I – II

Track	Times	Rooms	Description
General Session	9:00 AM – 9:10 AM	Centennial III - IV	Emcee and Welcome
General Session	9:10 AM – 9:30 AM	Centennial III - IV	Opening Remarks
General Session	9:30 AM – 10:00 AM	Centennial III - IV	Market and Channel Trends
General Session	10:00 AM – 10:30 AM	Centennial III - IV	Marketing Strategy
General Session	10:30 AM – 11:00 AM	Centennial III - IV	Customer Trends in a Connected World

### Coffee Break - 11:00 AM – 11:15 AM – Centennial I - II

General Session	11:15 AM – 11:45 AM	Centennial III - IV	Partner Experience Panel Discussion
General Session	11:45 AM – 12:00 PM	Centennial III - IV	Wrap-up

### Lunch – 12:00 PM – 1:30 PM – Centennial I – II

Value, Dependability, and Openness: A cloud-connected vision and the road ahead for Sage 100cloud (CPE Eligible)	1:45 PM – 2:30 PM	Hanover AB	Sage 100cloud is a time-tested and feature-rich solution that is helping mid-sized service, manufacturing, and distribution businesses to succeed. Join us for a conversation about how the product roadmap for Sage 100cloud is driven by a long-term vision that places value, change management, and openness at the center of its approach. Learn about how we are innovating through the development of key enhancements designed to optimize business processes at scale.
Marketing Shark Tank	1:45 PM – 2:30 PM	Hanover C	Marketing Shark Tank - bring your marketing challenges, ideas and have a panel of digital marketing experts provide feedback. This sessions is designed as a roundtable to tackle some of the marketing challenges many partners are experiencing as we move to a solid digital marketing foundation. We'll start with insight on latest trends, samples of joint solutions and have a dialogue about how to make marketing work hard for you.
Grow your business by becoming an Affiliate partner with Sage	1:45 PM – 2:30 PM	Hanover DE	Are you an owner of a small or mid-sized Sage partner organization who wants to grow sales and expertise—while earning top margins? Learn how you can leverage expert resources and support by becoming an Affiliate partner through partnership with a Sage-approved Advocate partner. Hear from a panel of partners who are already enjoying the many benefits and flexibility of being an Affiliate partner. Join this session and discover just how easy it is to significantly boost your opportunities!
Extend your Reach and Increase Profits with Sage Partner Sales Support team	1:45 PM – 2:30 PM	Hanover FG	Extend your sales team abilities by learning about the new dedicated Sage Partner Sales Support team. This is a sales and technical resource team that will help you close more deals. Whether you need a virtual team to assist in selling more of the Sage Stack, or you need more hands-on sales engineering (now with new demo images) available for any partner to use. Come to this session to get the scoop on how to work with the team that will grow your margins.
Client Advisory Services...from optimization to transformation (CPE Eligible)	1:45 PM – 2:30 PM	Regency VI	You want to provide more, higher value services to your clients, but where should you start and how do you scale? Knowing which services to offer and identifying how to package, price and sell new services to clients are obstacles holding most firms back. You will learn how to create, launch and manage new service offerings that will increase firm profitability. These sessions will cover your service offerings, transforming your business model, developing existing and future resources, and a roadmap to accelerate success and accountability in your firm.
Sage Timeslips Partner Roundtable	1:45 PM – 2:30 PM	Regency VII	Gain product knowledge, insight and expertise. Join our panel of Sage Timeslips staff for product demonstration, support and open forum discussions.

HRMS Session	2:45 PM – 3:30 PM	Hanover AB	Attend this session to learn about some exciting improvements that are on the horizon for Sage HRMS and learn how they can benefit your customers. You'll get a view into what you can expect in the coming months.
Marketing Shark Tank	2:45 PM – 3:30 PM	Hanover C	Marketing Shark Tank - bring your marketing challenges, ideas and have a panel of digital marketing experts provide feedback. This sessions is designed as a roundtable to tackle some of the marketing challenges many partners are experiencing as we move to a solid digital marketing foundation. We'll start with insight on latest trends, samples of joint solutions and have a dialogue about how to make marketing work hard for you.
Sage 500 Today and Tomorrow (CPE Eligible)	2:45 PM – 3:30 PM	Hanover DE	Sage 500 continues to support a unique niche of customers requiring Advanced Distribution and Manufacturing features. Join us for a conversation about the current status and our plans for the on-going roadmap for this product.
Sage 300 - The Road Ahead (CPE Eligible)	2:45 PM – 3:30 PM	Hanover FG	Sage 300 is one of the world's leading mid-market Business Management Solutions. Learn how Sage is continuing to invest in the core solution, what's coming up and some of the exciting recent developments with Sage 300cloud and Sage 300 Online.
Client Advisory Services...from optimization to transformation (CPE Eligible)	2:45 PM – 3:30 PM	Regency VI	You want to provide more, higher value services to your clients, but where should you start and how do you scale? Knowing which services to offer and identifying how to package, price and sell new services to clients are obstacles holding most firms back. You will learn how to create, launch and manage new service offerings that will increase firm profitability. These sessions will cover your service offerings, transforming your business model, developing existing and future resources, and a roadmap to accelerate success and accountability in your firm.
Sage Timeslips Partner Roundtable	2:45 PM – 3:30 PM	Regency VII	Gain product knowledge, insight and expertise. Join our panel of Sage Timeslips staff for product demonstration, support and open forum discussions.

From Fighting Fires to Fire Insurance: Transforming to a Subscription- Based Business Model (CPE Eligible)	3:45 PM – 4:30 PM	Hanover AB	The world is moving from products and services to subscriptions, favoring access and transformations over ownership and deliverables. Come hear about the many advantages to a subscription model for implementations.
Speed Dating with the Advocate Partners	3:45 PM – 4:30 PM	Hanover C	Come meet all the Advocate partners in one breakout session. Find out what each Advocate partner has to offer and which one might be the right fit for your business. This mixer will allow you to meet with representatives of each, ask questions and determine if becoming an Affiliate partner is right for you.
Cloud Connected - Leveraging the Microsoft Office 365 Power Platform (CPE Eligible)	3:45 PM – 4:30 PM	Hanover DE	In this session we will demonstrate and discuss the capabilities and opportunity, for you as a partner, to provide exciting new capabilities to your customers of Sage 100cloud, using the power of the Office 365 Power Platform. We will also focus on what is required to get your customer's system setup and integrated to take advantage of the Sage Contact Outlook Add-in.
Help Customers Take Control of their Business with Sage Business Cloud (CPE Eligible)	3:45 PM – 4:30 PM	Hanover FG	If your customers are struggling to respond to the demands of growth and maintain control of their finances, they might need to reassess their business management tools. This session will cover Sage Business Cloud Enterprise Management and how you can help customers reduce complexity and drive growth. No matter what industry, this ERP can take care of everything from operations to people with world-class technology that delivers real ROI. Before your customers start to look to other providers, come learn how they can benefit from upgrading to a product in the Sage family and even if you don't sell EM, how you can benefit from working with your customers to find them the right solution.
Client Advisory Services...from optimization to transformation (CPE Eligible)	3:45 PM – 4:30 PM	Regency VI	You want to provide more, higher value services to your clients, but where should you start and how do you scale? Knowing which services to offer and identifying how to package, price and sell new services to clients are obstacles holding most firms back. You will learn how to create, launch and manage new service offerings that will increase firm profitability. These sessions will cover your service offerings, transforming your business model, developing existing and future resources, and a roadmap to accelerate success and accountability in your firm.
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### Welcome Reception – 5:00 – 8:00 PM – Grand Hall

#### 5:00 – 6:00 PM: Product Showcase Cocktail Hour

#### 6:00 – 8:00 PM: Reception with Sage Foundation Activity, Food and Beverage