

Wednesday, May 2, 2018								
07.00 am	Registration for Sponsors							
09.30 am	Registration for Delegates							Sage Advice Lounge appointments only 9.30-1.00
09.30 am	Show floor opens						Show floor	
11.45 am 1.15 pm	Lunch							
1.30 pm 3.00 pm	Opening Keynote Welcome and executive briefing. Sage Partner Program updates, product strategy and extended roadmap Jennifer Warawa, Blair Crump, Luis Pardo, Nick Goode   <b>Sevilla</b>							
3.00 pm 3.45 pm	Break							
	Product	Sales & Marketing		ISVs	Sessions for CEO	Business Development		
3.45 pm 4.45 pm	Win Deals and Client Confidence with a Tailored Business Management Solution Robert Sinfield, Sage <b>Sevilla 2</b>	Integrating Marketing into the Art of the Sale - Creating an Unforgettable Customer Experience Gemma Telford, Sage <b>Espana 5</b>	Better Together: How Sage Business Cloud, Partners and ISVs Can Win in the Market with a Joint Value Proposition Scott Ehmen, Sage <b>Espana 1</b>	Leading with Verticals: What You Need to Win High-Value Construction Deals Chris Wiener, Enterprise Management Construction <b>Espana 3</b>		Recruiting for Success: Growing Your Enterprise Consulting Team Ashley Regenass, SynergERP <b>Espana 4</b>		
4.45 pm 5.00 pm	Break / Move to Next Session							
5.00 pm 6.00 pm	Build a Competitive Edge with APIs Darren Liddell, Sage <b>Sevilla 2</b>	NEW Partner Sales Accelerator! Sage Spotlight Customer Reference Program Kate Hassler, Sage <b>Espana 5</b>		Unlock Business Opportunities and Increase Total Order Revenue by Automating Manual Finance Processes Richard King, V1 <b>Espana 3</b>	CEO Roundtable (open to CEO's/business owners only) Jennifer Warawa and Blair Crump, Sage <b>Espana 1</b>	Building a Vertical Strategy as Your Competitive Advantage Eric Frank and Russell Harper, NexTec Nancy Teixeira, Sage (moderator) <b>Espana 4</b>	Sage Advice lounge 3.30-5.30	
7.30 pm 11.00 pm	Departure to Welcome and Networking dinner							

Thursday, May 3, 2018

08.30 am	Registration								
9.30 am 10.30 am	Opening Keynote: Taking your business to the next level Selling with a Noble Purpose - Lisa McLeod, global expert on purpose-driven sales   <b>Sevilla</b>								
10.30 am 11.15 am	Break						Show floor	Sage Advice lounge 11.00-5.30	
	Product	Sales & Marketing		ISVs		Sessions for CEO			Roundtables
11.15 am 12.15 pm	Get Creative and Grow Revenue with Core Financials Lydia Telo, Fabrice Alonso, Sage <b>Sevilla 2</b>	The Ultimate Partner Sales Playbook Werner Schmidt, Sage <b>Espana 5</b>	Establishing an Effective Social Marketing Strategy Melissa Romo, Sage and Adrian Cockle, Hootsuite <b>Espana 4</b>	Win Deals with Sage Enterprise Intelligence Greg Brown and Guy Girouard, Tangerine <b>Espana 3</b>					Product Roundtable Robert Sinfield, Mark Fairbrother, Sage <b>Espana 1</b>
12.15 pm 2.00 pm	Lunch								12.45-1.30 Delivering Your Business in Iberia   Luis Pardo, Carles Ransanz and José María Raventós, Sage <b>Espana 1</b>
2.00 pm 3.00 pm	eCommerce: Boosting Distribution Businesses... and Your Revenue Fabrice Alonso and Bruno Marchand, Sage Jim McLean, XM <b>Sevilla 2</b>	The Value Conversation and Value Pricing (Part 1 of 2) Ed Kless, Sage <b>Espana 5</b>		Enabling an Effective Sales Force and Driving Innovation with New Agile App Creation Bruno Marques, Procensus <b>Espana 3</b>		Marketing Strategy for the CEO (open to CEO's/ business owners only) Ron McMurtrie, Sage <b>Espana 4</b>			Professional Services Roundtable Pascal Gaudé, Sage <b>Espana 1</b>
3.00 pm 3.15 pm	Break / Move to Next Session								
3.15 pm 4.15 pm	Manufacturing for Growth and Competitive Advantage Xavier de Basto, Alain de Martin de Vivies and Cateno Barber, Sage <b>Sevilla 2</b>	The Value Conversation and Value Pricing (Part 2 of 2) Ed Kless, Sage <b>Espana 5</b>		The Future of Finance: How You Can Help Organizations Transform Financial Planning Alok Ajmera, Prophix <b>Espana 3</b>	Enhance Your Vertical Offering with Solutions and Business Add-ons for Sage Enterprise Management Batcha Noordin, Tema Business System <b>Espana 4</b>				Partner Marketing Roundtable Gemma Telford, Sage <b>Espana 1</b>
4.15 pm 4.30 pm	Break / Move to Next Session								
4.30 pm 5.30 pm	Beyond ERP: Take the Plunge into People and more Fred Van Biljon, Sage <b>Sevilla 2</b>	5 Ways to Build Your Brand Reputation in a Digital World Ron McMurtrie, Sage <b>Espana 5</b>		CADLink, Engineered for Efficiency and Data Accuracy: The Integration platform to Sage ERP for Engineering Wolfgang Verheyen, QBuild Software <b>Espana 3</b>		CEO Workshop: Selling with Noble Purpose (open to CEO's/ business owners only) Lisa McLeod <b>Espana 4</b>			Sales Roundtable Werner Schmidt Sage <b>Espana 1</b>
7.00 pm 12.00 am	Partner celebration								

Show floor

Sage Advice lounge  
11.00-5.30

Friday, May 4, 2018										
08.30 am	Registration open									
9.30 am 10.30 am	Opening Keynote: Winning in the New Enterprise Market The Partner of the Future – Delivering Cloud-Driven Digital Transformation - Phil Carter, IDC   <b>Sevilla</b>									
10.30 am 11.15 am	Break						Show floor	Sage Advice lounge 11.00-4.00		
	Product	Sales & Marketing		ISVs	Sessions for CEO/Other	Services & Consulting				
11.15 am 12.15 pm	Bringing it all Together in the Cloud, Sage Business Cloud for Enterprise Management Robert Sinfield, Sage <b>Sevilla 2</b>	Common Traits of Top Performing Enterprise Sales Reps Werner Schmidt and Brad O'Neill, Sage <b>Espana 5</b>	Social Selling - Social Media as a Sales Tool Melissa Romo, Sage and Adrian Cockle, Hootsuite <b>Espana 1</b>	From Clutter to Clarity: Drive Your Business Forward with Customer Relationship Management (CRM) Kumar Siddhartha and Pooja Singh, Greytrix <b>Espana 3</b>		Speed Up Implementation and Reduce Risk with FastStart for Enterprise Management Pascal Gaudé, Sage <b>Espana 4</b>				
12.15 pm 2.00 pm	Lunch									
2.00 pm 3.00 pm	Win Deals with Sage Enterprise Intelligence Greg Brown, Guy Girouard, Tangerine <b>Sevilla 2</b>	Rethink Your Mindset and Redefine The Perfect Lead Lizzie Hancock, Sage <b>Espana 5</b>		Focus on Verticals: Discover How Digitalisation Drives Efficiency, Productivity and Compliancy in Consumer Food Processes Braam Koekemoer, Aritmos <b>Espana 3</b>	CEO Networking (open to CEO's/business owners only) Jennifer Warawa, Sage <b>Espana 1</b>	Implement Enterprise Management for all Customer Sizes with Our New STREAM Methodology Pascal Gaudé, Sage <b>Espana 4</b>				
3.00 pm 3.15 pm	Break / Move to Next Session									
3.15 pm 4.15 pm	Using Data Platforms to Give Your Customers a Competitive Edge and Drive New Revenue Streams Dominique Bopp, Sage Garth Laird, ZAP <b>Sevilla 2</b>	Future-Proof Your Business with Digital Transformation Gemma Telford, Sage <b>Espana 5</b>		<b>CANCELLED</b> Discover it First: All-New Cloud-Friendly, Fully Automated SmartEDM for Enterprise Management Richard King, V1	Sage Foundation's The Big Give LIVE, powered by Philanthropitch Ron McMurtrie, Jennifer Warawa, Luis Pardo, Sage <b>Espana 1</b>	Zen and the Art of Consulting Ed Kless, Sage <b>Espana 4</b>				
4.15 pm 5.30 pm	Closing Reception drink on Show floor									
6.00 pm	End of event									

Show floor

Sage Advice lounge  
11.00-4.00

Time	Track	Title	Description	Presenters	Session ID
<b>WEDNESDAY, 2 MAY, 2018</b>					
13.30 - 15.00	General Session	<b>Sage Keynote</b>	Hear from Sage executives about strategy, business and roadmap updates.	Jennifer Warawa, Blair Crump, Luis Pardo, Nick Goode, Sage	GEN10
15.45 - 16.45	ISV	<b>Leading with Verticals: What You Need to Win High-Value Construction Deals</b>	Win high-value, long-term deals in the construction industry by learning the right sales information and how to use it the most impactful way. This session goes in-depth with Enterprise Management Construction, which extends the core of the platform to deliver a truly integrated, construction-first experience. This vertical solution includes Project Management, Contract Management, Sub-Contract Management, Estimating Support, Project Financial, Cash Flow Management, and Project Document Management and this session will highlight the overall value proposition and opportunity.	Chris Wiener, Enterprise Management Construction	ISV01A
	Product	<b>Win Deals and Client Confidence with a Tailored Business Management Solution</b>	Corporations today need solutions that are tailored specifically for them. In this session, we'll show you how Enterprise Management can be fit, scaled and customized to meet the needs of global businesses and how you can win your clients' confidence and grow their business by better anticipating their needs, and understanding and applying AI, IoT, and cloud-leading trends and how you can take your customers there. Plus, you'll learn how a custom look-and-feel can boost productivity and satisfaction.	Robert Sinfield	PRO01A
	Marketing & Sales	<b>Integrating Marketing into The Art of The Sale - Creating an Unforgettable Customer Experience</b>	How do you ensure your prospects are receiving not only red carpet treatment throughout the selling process, but also that each stage of the sale triggers a marketing engagement extending your message and value proposition? Integrating marketing into every step of the sales process/methodology changes the customer experience to support higher close rates. In this session you will discover the importance of the relationship between sales and marketing through the entire sales engagement, as well as learn how enhance your value proposition through thought leadership and industry-related insights.	Gemma Telford	MS01A
	Marketing & Sales	<b>Better Together: How Sage Business Cloud, Partners and ISVs Can Win in The Market with a Joint Value Proposition</b>	Join us in taking an in-depth look at the combined offering of Sage Business Cloud, value-added Partner products, and complimentary ISV solutions. By showing decision makers that Sage Business Cloud is not just a sales pitch, but an integrated Business Management infrastructure, you exponentially increase your competitive advantage. In this session, we will show you how to leverage the fact that businesses will no longer need to evaluate new products and vendors every time their business grows, or they need additional functionality.	Scott Ehmen	MS01B
	Business Development	<b>Recruiting for Success: Growing Your Enterprise Consulting Team</b>	Recruiting and retaining qualified consultants can be a challenge. South Africa's top Enterprise Management partner, SynergERP, shows you their unique approach to recruiting: rather than searching for qualified consultants, they create them - and you can, too. SynergERP CEO Ashley Regenass reveals their proven formula for training Enterprise Management consultants from the ground up, and how this has fostered best-in-class consultants who have stayed with their firm for the long term.	Ashley Regenass, SynergyERP	BD01A

Time	Track	Title	Description	Presenters	Session ID
<b>WEDNESDAY, 2 MAY, 2018</b>					
17.00 - 18.00	CEO	<b>CEO Roundtable</b>	This roundtable is exclusively for CEOs and business owners to discuss the key challenges and opportunities you have in accelerating your Enterprise businesses, share best practices and identify areas where Sage can better support your company.	Jennifer Warawa and Blair Crump, Sage	CEO01A
	ISV	<b>Unlock Business Opportunities and Increase Total Order Revenue by Automating Manual Finance Processes</b>	Discover how Enterprise Management partners globally are positioning smart document processing - including intelligent invoice capture, order matching, automated coding and email management – adding functionality and value to the total solution offering. In this session, we'll look at customer case studies and corresponding business cases to highlight how automating the mundane in finance departments offers both business partners and end users significant value and benefits when integrated with Sage Enterprise Management.	Richard King, V1	ISV02A
	Product	<b>Build a Competitive Edge with APIs</b>	What are APIs and why are they important to you and your customers? In this session you'll learn what you need to know about APIs, and how we're planning to enable you to grow your business with them.	Darren Liddel, Sage	PRO02A
	Marketing & Sales	<b>NEW Partner Sales Accelerator! Sage Spotlight Customer Reference Program</b>	The Sage Customer Reference Program (CRP), is in market and our Enterprise Management Partners around the world have joined to drive up customer loyalty and sales. The program was designed with partners to rapidly identify and convert Enterprise Management customers to our best salespeople while, at the same time, making them famous and in this session, we'll share how you can leverage the new Sage Customer Reference Program to accelerate your own sales.	Kate Hassler, Sage	MS02A
	Business Development	<b>Building a Vertical Strategy as Your Competitive Advantage</b>	Discover how specializing your approach and exploring new, niche verticals can radically grow your business, giving you a competitive edge. In this session, you'll find out how NexTec Group - North America's largest Enterprise Management partner - evolved from horizontally-focused to specialized - and how your existing clients can inspire you to do the same. You'll learn how to evaluate your staff's knowledge, develop your firm's intellectual property, market to specific verticals, review sales and demo strategies, and determine the type of expertise you'll need to succeed in your niche market. Micro-verticals are an incredible opportunity: the more specialized you become, the greater your unique competitive advantage.	Eric Frank and Russel Harper, NexTec Nancy Teixeira, Sage (moderator)	BD02A

Time	Track	Title	Description	Presenters	Session ID
<b>THURSDAY, 3 MAY 2018</b>					
09.30 - 10.30	General Session	<b>Opening Keynote - Selling with noble purpose</b>	Get inspired by Lisa McLeod, global expert on purpose-driven sales, who will show you how salespeople who sell with noble purpose consistently outsell salespeople focused on target and money.	Lisa McLeod	GEN11
11.15 - 12.15	ISV	<b>Win Deals with Sage Enterprise Intelligence</b>	A rapidly growing success with over 1,100 customers worldwide, SEI's cutting-edge integration and complete embeddedness in Enterprise Management has proven to be a driving force that helps partners win Enterprise Management deals. SEI also enables partners to generate significant revenue from their customer base while increasing overall satisfaction. In this session you will discover SEI's many innovative, powerful and simple to use features, including meaningful pre-built templates and role-based dashboards. You'll also learn how to position and sell SEI from the experts, Tangerine Software, the author of SEI.	Greg Brown and Guy Girouard, Tangerine	ISV03A
	Product	<b>Get Creative and Grow Revenue with Core Financials</b>	Growth depends on meeting Core Financial requirements - but that doesn't mean you can't get creative. In this session you'll learn how to use GDPR for customer revenue growth and new business models, how to leverage Sage Enterprise Intelligence (SEI) as your customers' BI tool and enable them to identify areas of opportunity. We'll also share how to keep customers coming back for more - and grow their business, from Core Financials up.	Lydia Telo and Fabrice Alonso, Sage	PRO03A
	Roundtable	<b>Product Roundtable</b>	Share your ideas for the future of Sage Business Cloud Enterprise Management in this dynamic, product-focused roundtable discussion. You'll give your feedback on product strategy and roadmaps to our executives and product leaders, providing your views on the enhancements you believe are most important to accelerate growth in Enterprise Management. Plus, partners will prioritize the suggestions in the session, both for driving new customer acquisition and benefiting our current customer base.	Robert Sinfield and mark Fairbrother, Sage	RT01A
	Marketing & Sales	<b>The Ultimate Partner Sales Playbook</b>	You're invited to the new Enterprise sales playbook reveal - it's the latest and greatest yet! In this session Sage will share some of the key elements included in our new Enterprise sales playbook and how partners can apply these key elements to accelerate your firms' sales success.	Werner Schmidt, Sage	MS03A
	Marketing & Sales	<b>Establishing an Effective Social Marketing Strategy</b>	Is your company active on the right Social networks? How do you reach your customers and prospects in the most effective way on Social Media? Is your Social content integrated with the rest of your Marketing strategy? How do you know what people are saying about your brand on Social Media? And isn't Social Media just amusing cat videos and photos of people's food anyway? The answer to these questions and more will be given at this session as we share with you a case study demonstrating how to define and execute an effective strategy that covers Owned, Paid and Earned Social.	Melissa Romo, Sage and Adrian Cockle, Hootsuite	MS03B
12.45- 13.30	Roundtable	<b>Delivering Your Business in Iberia</b>		Luis Pardo, Sage Carles Ransanz, Sage José María Raventós, Sage	RT05A

Time	Track	Title	Description	Presenters	Session ID
<b>THURSDAY, 3 MAY 2018</b>					
14.00 - 15.00	CEO	<b>Marketing Strategy for the CEO</b>	CEOs often find themselves immersed in sales and the management of the overall business, leaving marketing to the CMO or marketing team. However, CEOs and owners in partner organizations have expressed their desire to learn the future of marketing, what CEOs should think of and look for from their marketing teams and how to drive an effective marketing strategy. During this session, Sage CMO Ron McMurtrie will cover these areas and more, providing you with what you need to drive successful marketing from the top down.	Ron McMurtrie, Sage	CEO02A
	ISV	<b>Enabling an Effective Sales Force and Driving Innovation with New Agile App Creation</b>	Allow your customers to create new apps with speed and agility using Procensus' award-winning development framework, integrated with Sage Business Cloud Enterprise Management. In this session, you'll discover the innovation behind the Procensus and Sage partnership and find out how one of the world's largest tobacco companies has empowered their 300 sales reps with Enterprise Management.	Bruno Marques, Procensus	ISV04A
	Product	<b>eCommerce: Boosting Distribution Businesses... and Your Revenue</b>	Distribution represents a huge opportunity: \$6bn of the total global ERP market share, to be precise. In this session we'll share how to show your Distribution customers how to do more with Enterprise Management with eCommerce, warehousing and logistics, as well as how you can help their business - and your revenue - grow.	Fabrice Alonso and Bruno Marchand, Sage Jim McLean, XM	PRO04A
	Roundtable	<b>Professional Services Roundtable</b>	This session is focused on collecting partner feedback on how the Sage professional services organization and our partners can work more effectively together to increase customer satisfaction and drive customer success.	Pascal Gaudé, Sage	RT02A
	Marketing & Sales	<b>The Value Conversation and Value Pricing (Part 1 of 2)</b>	This session will be dedicated to the possibility that a professional firm will achieve better results for its customers and be more profitable when it recognizes that it does not sell time, but rather knowledge. Creating such an organization is hard work and not for everyone. It requires us to think and behave differently than we have in the past especially with respect to the conversations we have with prospects. You are hereby invited to open a dialogue on a different model for creating and capturing value in a professional firm.	Ed Kless, Sage	MS04A



Time	Track	Title	Description	Presenters	Session ID
<b>THURSDAY, 3 MAY 2018</b>					
15.15 - 16.15	ISV	<b>The Future of Finance: How you Can Help Organizations Transform Financial Planning</b>	Are your customers' finance teams lean, mean, and leveraging the machine? Help them take advantage of automation so they can leave manual processes to the software and become sources of insight and foresight. Join this session to discover how and why the role of finance departments is changing. By allowing finance teams to play a more strategic role and invest in technology like Prophix, businesses will have the right technology to support their transitional journey, ultimately driving increased business success for Enterprise Management partners.	Alok Ajmera, Prophix	ISV05A
	ISV	<b>Enhance Your Vertical Offering with Solutions and Business Add-ons for Sage Enterprise Management</b>	Join this session to discover Tema Business Systems address various industry specific requirements natively within Sage Enterprise Management. If you do business in any of these verticals Transport Management System, Rental Management, PetroChem Terminal Management Systems, Customer Proactive Collection & Dispute Management, Property Management, ForEX integration... this is the session for you.	Batcha Noordin, Tema Business System	ISV05B
	Product	<b>Manufacturing for Growth and Competitive Advantage</b>	Manufacturing is the largest ERP sector globally, representing over 27% of the possible market. Join us as we share the difference between process manufacturing and discreet manufacturing - and how expansion can happen in both areas. We'll also show you how to leverage established tools, like Production Scheduler and Project Management, with new abilities to meet your customers' needs and win new deals.	Xavier de Basto, Cateno Barberi and Alain de Martin de Viviés, Sage	PRO05A
	Roundtable	<b>Partner Marketing Roundtable</b>	Do you have thoughts on how we can revolutionize how we support partners with Enterprise Management marketing? Join Sage Marketing and Partner Marketing leaders for this roundtable discussion aimed at uncovering opportunities for Sage to work more closely with partners to drive new customer acquisition and overall revenue growth from existing customers through leading-edge marketing strategies.	Ron McMurtrie, Sage Gemma Telford, Sage	RT03A
	Marketing & Sales	<b>The Value Conversation and Value Pricing (Part 2 of 2)</b>	This session will be dedicated to the possibility that a professional firm will achieve better results for its customers and be more profitable when it recognizes that it does not sell time, but rather knowledge. Creating such an organization is hard work and not for everyone. It requires us to think and behave differently than we have in the past especially with respect to the conversations we have with prospects. You are hereby invited to open a dialogue on a different model for creating and capturing value in a professional firm.	Ed Kless, Sage	MS05A



Time	Track	Title	Description	Presenters	Session ID
<b>THURSDAY, 3 MAY 2018</b>					
16.30 - 17.30	CEO	<b>CEO Workshop: Selling with Noble Purpose</b>	Lisa McLeod is hosting this CEO Roundtable to build on her keynote from the morning and take "Selling with Noble Purpose" to the next level. This interactive session is exclusively for CEOs and Executives and will share how Senior Leader language shapes culture and impacts revenue results - Before and after examples of what changes when the CEO infuse purpose into the daily business, crafting your backstory - how to empower your team with your story, and how to frame your aspirations for your organization, recognition to inspire the many instead of just a few and how to leverage neuroscience to drive performance.	Lisa McLeod	CEO03A
	ISV	<b>CADLink, Engineered for Efficiency and Data accuracy: The Integration platform to Sage ERP for Engineering</b>	Do you work with designers and engineers using any CAD (Computer Aided Design), PLM (Product Lifecycle Management) or PDM (Product Data Management) system? Industry solution leader QBuild will take you through CADLink, a turnkey system integrating for CAD design information and Enterprise Management to streamline your customers' processes. Watch CADLink in action, explore the challenges faced by your customers and discover how CADLink can help them achieve greater data accuracy by decreasing errors and saving time.	Wolfgang Verheyen, QBuild Software	ISV06A
	Product	<b>Beyond ERP: Take the Plunge into People and more</b>	While Enterprise Management provides all things ERP (and more!), your customers may need help with their people too, and that means HRM/HCM, Payroll, and Warehousing. Learn how to leverage People Applications - a blend between Human Resource Management (HRM) and Human Capital Management (HCM) - along with Global Cloud Payroll and Geode, our Warehouse solution, to accelerate business growth and build new revenue streams and areas of specialty.	Fred Van Biljon, Sage	PRO06A
	Roundtable	<b>Sales Roundtable</b>	Do you have thoughts on how we could improve our sales enablement and provide you with better support for driving your Enterprise business forward? Join us for this roundtable discussion with Sage sales leaders, where we will gather your feedback to improve the way we support our partners from a sales and pre-sales perspective - both for driving new customer acquisition and impacting our customer revenue.	Werner Schmidt, Sage	RT04A
	Marketing & Sales	<b>5 Ways to Build Your Brand Reputation in a Digital World</b>	Our industry moves at lightning speed: fierce competition, constantly evolving technologies, emerging social media platforms, viral videos, streams of memes, algorithm updates, increased mobile adoption, and so on, making it easy to forget about the one thing that stays constant throughout it all: your brand reputation. In this session, we'll look at the 5 easy steps for building your brand into an integrated marketing program.	Ron McMurtrie	MS06A

Time	Track	Title	Description	Presenters	Session ID
<b>FRIDAY, 4 MAY, 2018</b>					
09.30 - 10.30	General Session	<b>Opening Keynote – Delivering Cloud-Driven Digital Transformation</b>	Learn how to thrive in an increasingly cloud-first world with IDC Chief European Analyst, Philip Carter, as he shares what key areas of partner organizations need to transform to align with changing market dynamics.	Phil Carter, IDC	GEN12
11.15 - 12.15	ISV	<b>From Clutter to Clarity: Drive Your Business Forward with Customer Relationship Management (CRM)</b>	Customer Relationship Management (CRM) is the fastest-growing segment in the Enterprise Management software space. Drive your Enterprise sales process and get the best integrated capabilities with Greytrix, a stellar ISV. You'll get the integrated capabilities of Sage Business Cloud Enterprise Management with Salesforce and a 360°-view of your business operations. Tap into the potential of an integrated ERP - CRM space, and learn how to best use Greytrix resources for your sales and pre-sales.	Kumar Siddhartha and Pooja Singh, Greytrix	ISV07A
	Product	<b>Bringing it all together in the Cloud, Sage Business Cloud for Enterprise Management</b>	Understand where Enterprise Management fits into Sage Business Cloud, and why leading analysts are loving this scalable new way of delivering the latest innovations. Don't just drive revenue from the Cloud, drive it through the Cloud: offer a complete, end-to-end platform for faster deployment and delivery. From Virtual Private Cloud to Public Cloud, join us to discover how recurring revenue can boost business for you and your customers.	Robert Sinfield, Sage	PRO07A
	Marketing & Sales	<b>Common Traits of Top Performing Enterprise Sales Executives</b>	What separates the best from the rest? Sage interviewed the world's top-performing Enterprise Management sales representatives to find out. In this session, we will unveil the traits that set them apart and how you can embed those traits in your sales team to propel them to their full potential.	Werner Schmidt and Brad O'Neill, Sage	MS07A
	Marketing & Sales	<b>Social Selling - Social Media as a Sales Tool</b>	In today's digital-first world, your potential customers will have done 80% of the research before they even speak to someone in your company. Social Media plays a key role in this online research, and by being active on social platforms your Sales teams can help inform and influence this research. In this session, we will discuss what Social Selling is, as well as share practical examples of how to establish an effective program with your Sales teams	Melissa Romo, Sage and Adrian Cockle, Hootsuite	MS07B
	Services & Consulting	<b>Speed Up Implementation and Reduce Risk with FastStart for Enterprise Management</b>	Learn how Sage FastStart packages can speed up implementation and increase the success rate of Enterprise Management projects. You'll get an in-depth understanding of how FastStart can provide a more agile approach for starting projects. Discover how FastStart is delivered, what it includes, and get the access and roadmaps you need to get started.	Pascal Gaudé, Sage	SC01A
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FRIDAY, 4 MAY, 2018					
14.00 - 15.00	CEO	<b>CEO Networking</b>	This is a facilitated networking session for CEOs and firm owners to learn from other partners around the globe and where you can win new business by partnering together.	Jennifer Warawa, Sage	CEO04A
	ISV	<b>Focus on Verticals: Discover How Digitalisation Drives Efficiency, Productivity and Compliancy in Consumer Food Processes</b>	One could argue that no vertical is more competitive and more vital than the global agriculture industry. Digitalisation is imperative and Aritmos will share how they have improved productivity and efficiency in farming and across the spectrum of consumer food processes. Discover Sage Enterprise AGRI, designed to show real impact in its applications on farming and processing operations. Sage Enterprise AGRI is part and parcel of our everyday lives for foods farming, further processing and production of consumer products, as well as compliance for local and export markets.	Braam Koekemoer, Aritmos	ISV08A
	Product	<b>Win Deals with Sage Enterprise Intelligence</b>	A rapidly growing success with over 1,100 customers worldwide, SEI's cutting-edge integration and complete embeddedness in Enterprise Management has proven to be a driving force that helps partners win Enterprise Management deals. SEI also enables partners to generate significant revenue from their customer base while increasing overall satisfaction. In this session you will discover SEI's many innovative, powerful and simple to use features, including meaningful pre-built templates and role-based dashboards. You'll also learn how to position and sell SEI from the experts, Tangerine Software, the author of SEI.	Greg Brown and Guy Girouard, Tangerine	PRO08A
	Marketing & Sales	<b>Rethink Your Mindset and Redefine the Perfect Lead</b>	Three simple words can transform your business: Reputation, Relationships, and Revenue. In this session, you'll learn how to implement Account-Based Marketing and focus on accounts, not leads, honing in on best-fit prospects to grow your revenue. In fact, 87% of marketers using ABM report a higher ROI than any other type of marketing. This session will help you rethink your approach and switch your mindset from lead-first to revenue-first, building your relationships and customizing your marketing plans to broach each of your customers' pain points.	Lizzie Hancock, Sage	MS08A
	Services & Consulting	<b>Implement Enterprise Management for All Customer Sizes with Our New STREAM Methodology</b>	Learn the all-new STREAM methodology for the deployment Enterprise Management solutions. Aligned with industry best-practices, STREAM caters for projects of all sizes including multi-site implementations. You will learn how STREAM contributes to increase success and repeat business from your customers. The session will provide an overview of the methodology, the roadmap to continuously improve it and how to get access to all STREAM assets and training.	Pascal Gaudé, Sage	SC02A
Time	Track	Title	Description	Presenters	Session ID

FRIDAY, 4 MAY, 2018					
15.15 - 16.15	ISV	<b>CANCELLED</b> <b>Discover it First: All-New Cloud-Friendly, Fully Automated SmartEDM for Enterprise Management</b>	<b>CANCELLED</b>	Richard King, V1	ISV09A
	Product	<b>Using Data Platforms to Give Your Customers a Competitive Edge and Drive New Revenue Streams</b>	How do you get a CFO and a CIO to agree? Reduce the complexity involved in gathering data. EDMA - Enterprise Data Management and Analytics - is the advanced BI, AI and IoT platform that leads to better data management for your clients, and more revenue streams for you. Companies spend 70% of their time collecting data - not analyzing it. This gap is a great opportunity for Enterprise Management to help growth through Artificial Intelligence and the Internet of Things. So, bring it to them: enable business models that pay for themselves. Shorten time to market, offer data as a service for advanced decision-making, and give your customers the competitive edge.	Dominique Bopp, Sage and Garth Laird, ZAP	PRO09A
	Marketing & Sales	<b>Future-Proof Your Business with Digital Transformation</b>	Make digital disruption your business enabler! Digital technologies and their social impact offer an unprecedented opportunity, and your business should position itself to leverage this opportunity through back-end solutions as well as marketing, with present and future shifts in mind. Accelerate the transformation of your business' activities, processes, competencies, and models as we examine the entire process, from campaign to opportunity, and show you how a strong technology platform can support you each step of the way.	Gemma Telford, Sage	MS09A
	Services & Consulting	<b>Zen and the Art of Consulting</b>	This session is dedicated to the possibility that a professional can increase their effectiveness in working with their customers (not clients) if they adopt some concepts of consulting theory. Adopting these behaviors is not easy as it requires professionals to think differently than they have in the past. If you think you can think a bit differently about your professional relationships, you are invited to attend this conversational session.	Ed Kless, Sage	SC03A
	Other	<b>Sage Foundation's The Big Give LIVE, powered by Philanthropitch</b>	Philanthropitch is an exciting, fast-pitch competition – all about making social impact. It provides innovative charities with access to human and financial capital to scale their organization.  Thanks to Sage Foundation and donations from Sage Partners, the Big Live is coming to Madrid. Join us, as our partner charities pitch their vision for future growth in front of you and a panel of invited judges from the Sage community. Just attend, listen and cast your vote. Your vote could make a big difference!	Jennifer Warawa, Ron McMurtrie, Luis Pardo, Sage	CEO05A