

Midsize Enterprise Summit[®]

Midsize Enterprise Summit Fall

September 15-17, 2019 | Phoenix, AZ

Event URL: <https://events.thechannelco.com/events/midsize-enterprise-summit-fall/about>

The 360-Degree IT Leader

A great IT leader can motivate their team to achieve the highest levels of performance, but the best know how to lead by exerting their influence throughout the organization. This means mastering the art of leading themselves, superiors, business executives, peers, team members and tech-focused employees. Only then can an IT leader truly break down the boundaries that prevent organizations from outperforming the competition. They must be ubiquitous – connected deep inside the business to help others discover how to reach their potential. This IT leader also must take ownership of the technology's senior executives need to succeed including AI, Security, Analytics, Cloud and Blockchain, among others. The true 360-degree IT leader comes to understand their influence is greater than they know, allowing them to make a lasting impact on everyone they encounter.

Sunday, September 15, 2019

MES International Sponsor Orientation

This special session is designed for those companies who participate as MES' international sponsors. Join this session to gain a better understanding of the event, audience and how to engage with senior IT leaders of midmarket organizations. Presentations are designed to help you get the most out of your meetings, boardrooms and networking opportunities. Find out how to engage attendees who are interested in new technologies and services designed to advance their organizations.

MES Attendee Orientation: Get Educated, Get Energized, Get Ready For MES

Speakers: Robert DeMarzo, SVP, The Channel Company; Tracy Fischer, Recruitment Director, The Channel Company

MES can be overwhelming for any attendee given all the commitments they must fulfill including meetings, sessions and networking opportunities. In this session, attendees will gain insight into how to

get the most out of MES to maximize their ROI. Come get energized for the days ahead. Also, hear how hard at work our team has been to assemble educational content leaders can put into practice immediately. We will also share insight into the content that should not be missed while attendees get a chance to meet with peers who can provide valuable insight into best practices.

Opening Remarks: Welcome to MES And the Power Of The Midmarket

Speakers: Robert DeMarzo, SVP, The Channel Company

Gain insight into what is driving the midmarket and how IT leaders must transform their roles to remain relevant. We will pull data from our MES CIO surveys to share insight with attendees on what it takes to drive their organization's forward with technology. Robert DeMarzo, the MES event host, will also discuss keynote speakers, how to get the most out of MES and the power of peer-to-peer networking.

MES Keynote: The Thoughtfully Ruthless Guide to Rapid Growth

Speaker: Val Wright, Consultant, Speaker, Author

This session will unlock the secrets to what is holding today's organizations back from greater success. Val Wright, who works with Fortune 500 executives to accelerate growth and innovation will explain why it's not the economy, market conditions or competition that are holding businesses back. It is the secret locked inside how IT leaders ruthlessly, in a thoughtful way, manage their time, energy, and resources, in parallel. She will explain the strategies that have worked for executives at Starbucks, LinkedIn, L.A. Lakers, Seagate Technologies, and Google among others.

Join Wright for an interactive session that explores the following:

- How IT leaders can become "Thoughtfully Ruthless" by focusing their time and energy on products, profits, and customers not internal energy black holes.
- How to magically invent more time and create at minimum an additional 20 percent capacity.
- Create a leapfrog organization to catapult long-term growth.
- Increase the probability of a promotion, create dramatic results and develop magnetic followers with the Influence Bullseye.
- IT leaders are brilliant and need to understand how to demonstrate their brilliance.

MES Tech Symposium 1

The MES Spotlight: Tech Solutions for The Midmarket 1 &2

MES Vendors In The Spotlight: Hear from today's innovators, disruptors and game changers as they look to rise above the noise to get the attention of today's midmarket IT leaders. In these fast-paced interviews, tech suppliers and IT vendors have just a few minutes to convince attendees of their value proposition. This is not for the faint of heart or those who get tongue tied under pressure. MES host and

SVP of Content & Strategy Robert DeMarzo will interview each vendor on the main stage. Hear insight as to how their technology solutions and services can be game changers in the midmarket. There is not time to waste in this session as the clock ticks and vendors vie to maintain the rapt attention of senior IT leaders.

Executive Sessions

Executive Session 1: What Every CIO Should Know About Cybersecurity

Speaker: Erick Simpson, IT and Managed Services Business Improvement Expert

While cybersecurity has come a long way in the last several years, companies across business sectors continue to struggle to adequately defend their networks. In this session, midmarket IT leaders will gain insight and understanding as to why threat actors' advanced attack methods usually succeed and what can be done to thwart them. Attendees in this session will learn the four key cybersecurity trends, seven myths and risk factors associated with cybersecurity and the top three questions CIOs should be asking of their security providers, their leaders and themselves.

Key takeaways include:

- How to strike the right balance between the needs of the business and the need for strong security.
- Using innovation and creativity to strengthen security while minimizing operational friction
- Championing security and building it into everything IT does from the very beginning

Executive Session 2:

Executive Session 3:

Monday, September 16, 2019

Sponsor Orientation: Midmarket IT Trends & How to Get the Most Out Of MES

Speakers: Bill Jones, SVP, General Manager, Events, The Channel Company and Joe Puciarrelli, Vice President & IT Executive Advisor, IDC Group

Designed for MES sponsors and supporters, this session will offer insight into getting the most out of one of the industry's largest gatherings of midmarket IT decision makers. Hear from the leaders of MES on what's new at the event and the hot buttons for senior IT leaders. Understanding the mindset of today's midmarket CIOs will help tech suppliers and sponsors maximize their ROI to ensure their

investment pays dividends in building relationships, a pipeline, branding and closing business. This session will help those attending meet their event goals.

Keynote: The State of Midmarket IT: The CIO's Moment To Transform

Speaker: Joseph Pucciarelli, Group Vice President, IDC

Join this session to see and hear exclusive research on the key tech trends impacting the midmarket and the evolving role of the IT leader. Hear midmarket IT insight from Joseph Pucciarelli, IDC's Group Vice-President, who guides business and technology executives leveraging technology to achieve innovative and disruptive business outcomes. Pucciarelli will share research that enables IT leaders to create preemptive business and technology strategies grounded in sound financial practices. This keynote will help leaders and their IT teams cope with the accelerating pace of change being brought about by new digital technologies, business model innovations, and increased competitive tempo. This challenge is more than change management. This is a broader problem — a need to accelerate organizational transformation and evolve cultural norms.

MES Executive Keynote 1:

MES Tech Symposium 2:

The MES Spotlight: Tech Solutions for The Midmarket 3 & 4

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Solutions Tracks

Solutions Track 1: Information Builders

Solutions Track 2: Teridion

Solutions Track 3: WatchGuard

Solutions Track 4:

Solutions Track 5:

Solutions Track 6:

MES Keynote: CIO Storytelling: The Power of Storytelling to Influence

Speaker: Mary Stanhope, Founder, Principal Consultant, iMarket2

Everyone enjoys a good story. Storytelling is more important now than ever in business to connect with people and move them to action. As IT organizations transform from transactional to strategic operations, IT leaders are becoming more business line focused. As a result, communication of strategy and change management has become an essential aspect of IT leadership. The power of a story narrative empowers an IT leader to create connection, convey the value of their ideas, and inspire change. In this engaging session, Mary Stanhope will help senior IT leaders to understand how stories work on clarifying ideas and better communicating vision and strategy. All great storytellers tell stories that follow a similar structure. Using the proven framework provided, attendees will be guided through the key parts of a story and how to build a storyline that will increase buy-in from board members, decrease frustration from lack of interest, and motivate teams. The more complex our technologies and its applications, the more important it is that IT leaders develop the skills to communicate its value through compelling but simple stories.

Key takeaways for IT leaders who want to more effectively communicate with board members, business executives and employees include:

- Why having a story matters: Learn how to use a story to clarify ideas and better communicate vision and strategy.
- Easy-to-use framework: Work in groups to assess current communication for key storytelling elements.
- How to use the story: Discuss ways to use a story to influence those you work with or manage.

MES Tech Symposium 3:

The MES Spotlight: Tech Solutions for The Midmarket 5 & 6

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Tuesday, September 17, 2019

Keynote: To Get What You Want—Influencing Others into Action

Speaker: Michelle Tillis Lederman, Connection Creator, Coach, Author & CEO

Senior IT leaders must come to grips with what they want before they can truly succeed. These same leaders must also assess how likely they are to make it happen in the time frame they want. To get what they want, leaders must accept the basic truth that they need the actions of others to accomplish their goals. That is perhaps the hardest part of leadership whether managing a large staff or small group. The best way for an IT leader to get what they want is to figure out why someone else wants them to have it. They must master the fine art and science of influencing others into action. That is they very core of motivating people and teams often separating success from failure. In this interactive talk Michelle Tillis Lederman will reveal the three reasons people take action and how IT leaders can increase their aptitude of each technique.

MES Tech Symposium 4:

The MES Spotlight: Tech Solutions For The Midmarket 7 & 8

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Executive Sessions

Executive Session 4:

Speaker:

Executive Session 5:

Executive Session 6: Get Known, Get Connected, Get Ahead

Speaker: Michelle Tillis Lederman, Connection Creator, Coach, Author & CEO

What do senior IT leaders need to do to get ahead in today's highly competitive and demanding market? The first step that CIOs and senior IT leaders must take is understanding they live in a networked economy where it's all about "who you know, who knows you, and what they know about you." Senior and emerging leaders need a plan to establish personal connections for professional results, so they can get ahead. In this interactive discussion, Michelle Tillis Lederman will explain the types of relationships senior IT leaders want and need for advancement, how to create positive mood memory, and how to ask for what they want. At the end of the day it is the strength of relationships that leads to success.

Key takeaways include:

- Recognize the three reasons people take action
- Incorporate the inquiry vs advocacy model to reveal motivations
- Discover how to position requests using WIIFT
- Adopt a connector mindset to leverage relationships
- How CIOs can ask for what they want with ease and increase the odds of getting a yes