

Monday - Wednesday
November 9-11, 2020



Monday, November 9

Tracks / Sessions All Eastern		CR TRACK Zoom Room 1	ITL TRACK Zoom Room 2	ITL Tactical Roundtables Zoom Room 3
10:40 AM	12:00 PM	Opening Session President's State of the Association, Shawn Slavin, ITA President KEYNOTE - Elliot Eisenberg The Economy In 2021: Growing But Slowing		
12:15 PM	1:15 PM	Driving Accountability And Performance In A Virtual World	Getting The Most From Your Microsoft Enterprise Agreement Renewal Process	
1:30 PM	2:30 PM	The Building Blocks Of A Winning Customer Success Team	What's Up With DAS?	
3:00 PM	4:00 PM	Fight Fake News: Using Data Analytics To Get A Single Version Of The Truth	The Firm Of The Future	Tactical Roundtable - Service Delivery, Metrics & Support
4:15 PM	5:15 PM	The Subscription Prescription: Subscription Services Real Tactics, Real Pricing, & Real Documentation	Strategic Roundtable	Tactical Roundtable - Security/Compliance
7:00 PM	8:30 PM	Optional Social Activity ITA Trivia Night		

Tuesday, November 10

Tracks / Sessions All Eastern		CR TRACK Zoom Room 1	ITL TRACK Zoom Room 2	ITL Tactical Roundtables Zoom Room 3
11:00 AM	12:00 PM	KEYNOTE - Steven Rogelberg THE SURPRISING SCIENCE OF MEETINGS: How You Can Lead Your Team To Peak Performance		
12:15 PM	1:15 PM	Path To Ownership: Fairy Tales And Horror Stories Of Bringing In Partners Or Owners Into Your Business	Practice Management Systems - What Are The Professional Services Needs Of Tomorrow	Tactical Roundtable - Application Development
1:30 PM	2:30 PM	Drive It Like You Stole It: How To Drive Your Company To Extreme Value	Collaboration In A Connected Firm	Tactical Roundtable - Infrastructure
3:00 PM	4:00 PM	Driving Miss Daisy To Your Website – Digital Advertising Best Practices	Microsoft 365 Security	
4:15 PM	5:15 PM	"Death Of An Onsite Salesman" - Virtual / Remote Selling	DevOps Or DevOps - Azure, AWS, On Prem	
7:00 PM	8:30 PM	Optional Social Activity Virtual Wine Tasting <i>(REMEMBER -- Need to Register on ITA Website to get Wines shipped to you or just join for fun)</i>		

Wednesday, November 11

Tracks / Sessions All Eastern		CR TRACK Zoom Room 1	ITL TRACK Zoom Room 2	ITL Tactical Roundtables Zoom Room 3
12:15 PM	1:15 PM	The Challenges Of Adding A New ERP To Your Portfolio	Microsoft Teams - Helping Connect Our Co-workers But How About Our Customers	
1:30 PM	2:30 PM	Cybersecurity: Don't Worry...You'll Never Need To Be Concerned About This!	Resource Planning & Resource Scheduling For Professional Services In A Connected Firm	
3:00 PM	4:00 PM	Consulting And Reselling - Roundtable Conversation	Project Management For Professional Services In A Connected Firm	Tactical Roundtable - Project Management
4:15 PM	5:15 PM		Strategic Roundtable	
Mon 11/9	Wed 11/11	ITA FITNESS CHALLENGE <i>(See ITA website for details)</i>		