



National Conference 2018 Agenda

Friday 26th October 2018

	Ballroom 3 - Business Track	Ballroom 1 - Technical Track
08:30 – 09:00	Registration and Exhibitor Hall	
09:00 – 10:00	<p>Keynote – Paul Spain, Gorilla Technology</p> <p>Paul Spain is an expert who educates audiences in the fields of business, technology, innovation and digital disruption. In 1997, at 24, Paul founded technology services firm Gorilla Technology.</p> <p>Today he's sought after both locally and internationally for his opinions and insights, typically reaching over 100,000 people via TV, Radio, Podcasts and Digital Media. He is often hosted by firms such as HP, Ford, Intel, Microsoft, Tesla and Samsung – including events or research centre visits in locations such as London, San Francisco, Singapore, Rome, Orlando, New Delhi, Shanghai and Taipei.</p> <p>In addition to Paul's day-to-day role as CEO at Gorilla Technology he is the host of NZ Business Podcast and NZ Tech Podcast. In his media communications Paul discusses the crossover between business and technology – in addition to looking at consumer trends. His upcoming Disruption Playbook Podcast will feature global innovators who are transforming business through a mix of smart ideas and innovative technology.</p>	
10:00 – 11:00	<p>Engaging Through Innovation Stephen Parker</p> <p>We often talk about being the “trusted advisor” to our customers, but with the significant new technologies available and the increasing outcome based expectations, is it time you become your customers “trusted innovation partner”? This presentation offers practical steps and ideas to help you engage with your customers today, from business strategy and thought leadership to hot innovation topics and service opportunities.</p>	<p>Backup/Recovery and Business Continuity Experiences – Goers and Gotchas Jack Alsop</p>
11:00 – 11:30	Morning tea and Exhibitor Hall	



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11:30 – 12:30	<p>Welcome to the Exponential Century Karl Palachuk</p> <p>“The future’s already here. It’s just not evenly distributed.” – William Gibson.</p> <p>Many technologies have reached exponential speeds of evolution: Solar Power, Artificial Intelligence, LED lighting, Graphic Processing, Blockchain, Robotics, and more. Join author and coach Karl W. Palachuk for a peek into our future. Karl gives some guidelines for being an entrepreneur who can take advantage of the changes ahead – and avoid being trampled by the changes that are coming.</p>	<p>Full Spectrum Criminality, uncovering the breadth of West African cybercrime Alex Tilley</p> <p>Business Email Compromise (BEC) or “CEO scams” are a massive problem for businesses both large and small. In this presentation Alex will delve into the inner workings of a number of different criminal groups that all fall under the banner of BEC. These attacks may be difficult to defend against technically but a little knowledge of how they work will help!</p>
12:30 – 13:00	Sponsor Introductions – 3 min introduction from all our Sponsors	
13:00 – 14:30	Lunch and Exhibitor Hall	
14:30 – 15:30	<p>The Pyramid for MSP Success Jamie Warner</p> <p>Industry veteran and CEO of Invarosoft™ Jamie Warner grew his MSP, eNerds, from 1 to 40 staff organically. Learn about the ‘Pyramid for MSP Success’, presented by Jamie, and find out the important ingredients to running a successful MSP.</p>	<p>Think offensive, be defensive Ben Verschaeren</p> <p>Understand the process and life cycle attackers generally follow in order to enumerate and gain a foothold on an organisation.</p> <p>Covering the basics of Kali Linux, the swiss army knife of penetration testing. Ben gives attendee’s an idea of the basic tools required to understand the online exposure and presence of their customers, using the results to mitigate potential risks.</p> <p>Leave this session with an idea on how to engage your customers to complement your existing services with some basic security auditing.</p>



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15:30 – 16:00	Afternoon tea and Exhibitor Hall	
16:00 – 17:00	<p>How to be Jason Bourne Robert Crane</p> <p>Long term success in anything is achieved via systems. Being a successful IT provider means taking a holistic approach to your career. That means not just technical but physical as well as mental systems need to be developed. Everything from your health to relaxation all contribute to how successful you will be in the future. But what are the systems that work and how should they be implemented? Come and learn the simple approaches you can take to improving your life and taking control of your future to give you the freedom you desire.</p>	<p>NBN in Australia, the good, the bad, and the ugly Radek Tkaczyk</p> <p>In this session, we will examine the state of the NBN in Australia. What types of NBN technologies are currently available and what is coming up in the pipeline. We will look at some examples of good deployments, and some of the things that can go horribly wrong. How can we assist in making the installation of a NBN service at your customer's premises as pain free as possible? What additional hardware and deployment configurations work well with the NBN? What additional services can enhance a NBN service and provide additional margins?</p>
17:00 – 17:30	Group photo	
17:30 – 19:30	Exhibitor Hall open	
19:00 – 19:30	Pre-Dinner drinks Exhibitor Hall	
19.30 – 22:30	Dinner and Awards Night	



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8:30 – 9:00	Registration and Exhibitor Hall	
9:00 – 10:00	<p>More Success with a Lot Less Stress: Relax Focus Succeed Karl Palachuk</p> <p>With more than 25 years in the technology sector, Karl has seen literally thousands of stress-filled businesses. And one of the key components of stress is the constant crush of activities on the “to do” list.</p> <p>This presentation gives you and your team a set of practical tools you can use to manage stress when the workload continues to grow more and more each day. If you’re paralyzed and frustrated because every task is high priority, Karl will show you how to manage the workload – and get more done!</p> <p>Based on Karl’s personal experiences, this presentation will give you some key habits of success that will literally change your life in the next 30 days.</p>	<p>How do I stay up to date? Robert Crane</p> <p>The volume of information continues to increase. What’s the most effective way to stay up to date with everything that happening? It can be done. This session will provide you the effective techniques you can easily adopt to ensure you stay up to date with everything you need to, quickly and easily. Move from a world of information overload to a world where the right information is served up to you in a manner and time that suits you. The more you know, the more options you can provide customers, which in turn will generate you more revenue. Make information you slave, not you master.</p>



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10:00 – 11:00	<p>The hidden secrets of Pricing the Products and Services in your IT Business</p> <p>John Braakhuis</p> <p>Have you struggled setting prices for the products and services in your IT business? Find out how to develop and package products and services and set the optimum prices John will cover how to:</p> <ul style="list-style-type: none"> • understand the customer behaviour that drives buying decisions • quantify the value proposition that drives customer purchase decisions • segment your customer base • maximise your profits by setting the correct pricing level. • develop features and products into service bundles • improve your sales communication based on segments and buyer behaviour • help you decide the right type of pricing such as hourly rate, bundles or fixed pricing 	<p>RDP is safe! Trust me!</p> <p>Wayne Small</p> <p>How many times have you picked up a client that has RDP or other remote access open direct to the Internet, and they claim "it's safe, our old IT guy told me it was...". To then change their mind is fun indeed. In this session, we'll review just how easy it is to get hacked via RDP, how to prove to your clients it's NOT safe, and how to secure it so it is safe. We'll also look at other remote access methods that are equally insecure, and help give you ammunition to blow away objections that your clients will have.</p>
11:00 – 11:30	Morning tea and Exhibitor Hall	
11:30 – 12:30	<p>Thinking about sales - Rebekah Tucker</p> <p>Rebekah trains people in the non-traditional, highly effective Sandler Selling System, which alleviates the stress and pressure of selling. You or your sales team can stop being frustrated about not closing the deals you deserve and take charge of your sales process. Rebekah will show you how to engage with your potential customers in a more meaningful way and achieve better results in your business.</p>	



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12:30 – 13:00	Association Update - CEO, Brett Chalmers	
13:00 – 14:30	Lunch and Exhibitor Hall	
14:30 – 15:30	<p>7 Things Steve Jobs can teach MSPs about their business Brenton Johnson</p> <p>How did Steve Jobs take Apple from 90-days from bankruptcy to the most profitable company in the world in just 13 Years?</p> <p>Learn the secrets of why Apple has been so successful and how the lessons learnt by Apple, can be applied to our own technology businesses.</p> <p>The talk will explore:</p> <ul style="list-style-type: none"> • Company values and vision • Customer Experience • Marketing • Messaging • Solution design • Customer Communication 	<p>Looking through the glasses of a Cybercriminal – What are the bad guys up to? Greg Williams</p> <p>Join Greg Williams, Cisco Security Specialist for ANZ as he takes you through some of the latest trends in the world of Cybercrime. We will look at how security vendors and threat intelligence organisations are helping lead the fight against ever growing and sophisticated criminal networks.</p> <p>Cybersecurity is an ever evolving industry, demanding cybersecurity vendors be as dynamic as the threats they face.</p> <p>Greg will dive into the following:</p> <ul style="list-style-type: none"> • Malware trends and new tactics being employed • The evolution of Ransomware, from its birth in 2012 to the multibillion dollar industry it has become today. • A new attack known as Crypto jacking (bitcoin mining) • Unique case studies which have changed the way we think about cybersecurity. • Large data compromises, such as the Facebook/Cambridge and Equifax leaks along with how the new mandatory data breach laws and GDPR have changed the way businesses need to look at their data and security infrastructure.



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15:30 – 16:00	Afternoon tea and Exhibitor Hall	
16:00 – 17:00	Business Track Panel	Technical Track Panel
17:00 – 18:00	Locknote, Prize Draws and Wrap Up Dean Calvert	
19.00 – 21:30	Dinner - MCG	