

Look Back & Plan Ahead: 2026 Agenda

SUNDAY

Start with your people.

1-4 p.m. | Peer Learning Owner's Growth Lab.

6-8 p.m. | Kickoff Party La Dolce Vita at Mercato della Pescheria.

8-11 p.m. | Charity Gala Tech4Change at the Mob Museum.

MONDAY

Learn what's next. Lead what's next.

8:50-10:30 A.M. / KEYNOTES

The future of managed services

Leadership perspectives on the MSP market; a conversation with Shield's CEO; making your organization a hard target for cybercriminals; MSP strategies with Jason Magee and Peter Melby.

10:40 A.M.-12:20 P.M. / WORKSHOPS + BREAKOUTS

Put AI and automation to work

AI & Automation Workshop: A Blueprint for Client Success; DIY AI for MSP Efficiency; Scaling Smart: Building Your Talent Bench; Scale Security Services; The MSP Life Cycle: Build, Scale and Succeed. Peer learning: How to Lead Boldly.

12:50-2:25 P.M. / KEYNOTES

Protect margins. Find new growth.

Data Center Opportunities in the Small and Midsize Market; Regaining Control over Storage Costs; Next Generation MSPs; Distribution and FinOps; The DNA of MSP Growth.

2:35-3:40 P.M. / WORKSHOPS + BREAKOUTS

Move from strategy to execution

AI & Automation Workshop: From Discovery to Revenue; M&A; Leadership and Growth; Next-Level Customer Experiences; Double Service Capacity with Automation; Simplify Your Security Stack. Peer learning: Business Model Evolution.

10 A.M.-4 P.M. / MSP SUMMIT EXPO

Explore the solutions behind the strategy.

TUESDAY

Sales, leadership, partner strategy and practical AI applications

8:45-9:55 A.M. / KEYNOTES

Differentiate in a changing market

Channel Velocity; What AI Can't Commoditize; Microsoft SecureAI; Slicing, Satellite and Security; Robert Irvine on Overcoming Impossible.

10 a.m.-2 p.m./ MSP Summit Expo Hall

10-11:05 A.M. / WORKSHOPS + BREAKOUTS

Sell smarter. Lead stronger.

CEO Track: Strategic Growth and Market Expansion; Building High-Performance Sales Teams; Enterprise Sales Workshop; Selling CX in a Competitive Market; The MSP Growth Money Pit; CRM + Copilot; Managed Intelligence; Monetizing 5G. Technology advisor peer group: Collaborate to Accelerate Faster.

11:25 A.M.-12:50 P.M. / KEYNOTES

Build a stronger partner strategy

The Platform Revolution; There Is No Deal Without a Partner; Business Convergence for Partner Wins; Scaling with Microsoft Marketplace; The Future of Channel Distribution.

1-2:05 P.M. / WORKSHOPS + BREAKOUTS

Make growth profitable

CEO Track: Financial Management and Profitability; Succession Planning and Business Continuity; Enterprise Sales Workshop; Microsoft Marketplace Opportunities; How to Cash In on AI; Turning AI into Revenue. Technology advisor peer group: Collaborate to Thrive.

3-6 P.M. / EXPO-FLOOR LEARNING

Get practical with what's next

Rising Channel Leaders; Compliance as a Catalyst; The Autonomous MSP; Closing the Cyber Skills Gap; Microsoft Marketplace Success Tips; Marketing Content That Converts.



SOLUTION DISCOVERY

Compare technologies and meet partners

MSP Summit Expo: 10 a.m.-2 p.m.

CPEXpo hall and AI & Cloud Village: 2-6:30 p.m.

WEDNESDAY

Innovation, profitability and solution discovery

8:45-10:30 A.M. / KEYNOTES

Follow the next wave of opportunity

The New Buyer Journey; AI and Trust; Cyber Resilience; Voice AI Agents; AT&T; Partner Solutions; Leading Channel Investors; T-Mobile's George Fischer on Partner Growth; Technology Advisor Thought Leaders.

10:30 A.M.-5:30 P.M. / CPEXpo Hall

10:35-11:05 A.M. / BREAKOUTS

Sharpen your sales and technology edge

10 Sales Nuggets; Monetizing the Modern Edge; Vendor Partnerships for Profitability; The Low Earth Orbit Satellite Revolution.

11:25 A.M.-12:40 P.M. / KEYNOTES

Rethink how you sell, serve and scale

The Value of the TSD Market; AI Deployment in Under One Week; Communications to Intelligence; Zoom's Gary Sorrentino on the Evolving CIO; The Agentic Era; Amazon Leo Partner Programs; Telco Partner Power Panel.

12:45-1:15 P.M. / BREAKOUTS

Translate partnerships into profit

Help Partners Close More Deals; Pricing M365-Based Security Services; Empowering Resellers Through People + Platforms.

2:30-4:55 P.M. / EXPO-FLOOR LEARNING

Learn from the channel's voices

Channel Thought Leadership; AI in Marketing; A Panel of Podcasters; Women and AI; Meet New Vendors.



THURSDAY

Finish Strong

10 A.M.-NOON

Explore the CPEXpo hall. Compare vendor solutions and revisit technologies that match your business priorities.

AI Cloud Village

Explore the AI & Cloud Village to discover emerging solutions, connect with technology experts, and uncover new opportunities to grow your business.

Beer Garden & Networking Hub

Grab a drink, swap ideas, and connect with channel peers in a relaxed setting on the expo floor.

Swing by Golf Simulator

Take a swing, test your skills, and make new connections between exploring the latest solutions.

Plan for 2027

Choose your focus: AI & automation, security, sales, leadership or profitability. Divide learning priorities across your team and build in time to explore solutions.