



**Tentative Agenda  
Schaumburg, IL  
August 12 – 17, 2007**

This is a tentative agenda. Sessions, classes and schedules are subject to change.

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**Sunday, August 12, 2007**

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Throughout Day	<b>Arrivals for Group 1</b>
12 – 5 p.m.	<b>Conference Registration and Hospitality Area – Sponsored by Lexmark</b> Stop by the registration desk to pick up your conference materials. After you register, visit with Lexmark representatives at the hospitality area.
12 – 6:30 p.m.	<b>Student Union/Cyber Café Open</b> The Cyber Café will only be open during designated times to allow attendees to check e-mail. It will be closed during scheduled sessions.
6:30 – 9 p.m.	<b>Dinner Reception in the Student Union for Arriving Attendees</b>

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**Monday, August 13, 2007**

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7:30 – 8:30 a.m.	<b>Student Union/Cyber Café Open</b> The Cyber Café will only be open during designated times to allow attendees to check e-mail. It will be closed during scheduled sessions.
7:30 – 8:30 a.m.	<b>Breakfast</b>
8:30 – 10:30 a.m.	<b>Technical Trainings:</b> This is the first of several training sessions. Please be sure to attend the training you enrolled in. To maximize participation, do not rotate sessions. <ul style="list-style-type: none"><li>• <b>Cisco Sales Essentials Version 3.0</b></li><li>• <b>Enterprise Content Management (ECM) Practitioner</b></li><li>• <b>Project Management Professional</b></li><li>• <b>Managing and Maintaining a Microsoft Windows Server 2003 Environment</b></li><li>• <b>Hewlett Packard – Commercial Sales Essentials Training</b></li><li>• <b>N-able Technologies Advanced Training Boot Camp</b></li></ul>
	<b>Sales &amp; Management Trainings:</b> <ul style="list-style-type: none"><li>• <b>Service Management Workshop for Technology Companies</b></li><li>• <b>Psychology of Consultative Selling (PCS) Workshop</b></li></ul>
10:30 – 10:45 a.m.	<b>Break/Student Union Open</b>

Monday, August 13, 2007 Continued

10:45 – 12:30 p.m.

**Technical Trainings:**

- Cisco Sales Essentials Version 3.0
- Enterprise Content Management (ECM) Practitioner
- Project Management Professional
- Managing and Maintaining a Microsoft Windows Server 2003 Environment
- Hewlett Packard – Commercial Sales Essentials Training
- N-able Technologies Advanced Training Boot Camp

**Sales & Management Trainings:**

- Service Management Workshop for Technology Companies
- Psychology of Consultative Selling (PCS) Workshop

12:30 – 1:30 p.m.

**Lunch**

Student Union/Cyber Café Open

1:30 – 3:30 p.m.

**Technical Trainings:**

- Cisco Sales Essentials Version 3.0
- Project Management Professional
- Managing and Maintaining a Microsoft Windows Server 2003 Environment
- Hewlett Packard – Commercial Sales Essentials Training
- N-able Technologies Advanced Training Boot Camp

**Sales & Management Trainings:**

- Service Management Workshop for Technology Companies
- Psychology of Consultative Selling – Additional Workshop:  
Manufacturer Sales Certification Courses  
All courses lead to a sales certification. Choose to attend one of the following manufacturer courses:
  - 3Com: 3Com SMB Sales Certification training
  - Lexmark: Lexmark Sales Certification on Color and Multifunction Printers
  - Trend Micro:

3:30 – 3:45 p.m.

**Break/Student Union Open**

3:45 – 5:45 p.m.

**Technical Trainings:**

- Cisco Sales Essentials Version 3.0
- Project Management Professional
- Managing and Maintaining a Microsoft Windows Server 2003 Environment
- Hewlett Packard – Commercial Sales Essentials Training
- N-able Technologies Advanced Training Boot Camp

Monday, August 13, 2007 Continued

**Sales & Management Trainings:**

- **Service Management Workshop for Technology Companies**
- **Psychology of Consultative Selling – Additional Workshop:  
Working with Indirect and Virtual Team Members**  
*Presented by Pamay Bassey, IreeTec Incorporated*

5:45 – 6:30 p.m.

**Free Time**  
Student Union/Cyber Café Open

6:15 p.m.

**Dinner at Shaw's Crab House**  
Enjoy dinner at Shaw's Crab House, a lively and stylish restaurant, with menu highlights including lobster, crab dishes and prime steak.

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**Tuesday, August 14, 2007**

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Throughout Day

**Arrivals for Group 2**

7:30 – 8:30 a.m.

**Student Union/Cyber Café Open**  
The Cyber Café will only be open during designated times to allow attendees to check e-mail. It will be closed during scheduled sessions.

7:30 – 8:30 a.m.

**Breakfast**

8:30 – 10:30 a.m.

**Technical Trainings:**

- **Cisco Sales Essentials Version 3.0**
- **Enterprise Content Management (ECM) Practitioner**
- **Project Management Professional**
- **Managing and Maintaining a Microsoft Windows Server 2003 Environment**
- **Hewlett Packard – Blade Builder or Business Class Storage**
- **N-able Technologies Advanced Training Boot Camp**

**Sales & Management Trainings:**

- **Service Management Workshop for Technology Companies**
- **Psychology of Consultative Selling**

10:30 – 10:45 a.m.

**Break/Student Union Open**

10:45 – 12:30 p.m.

**Technical Trainings:**

- **Cisco Sales Essentials Version 3.0**
- **Enterprise Content Management (ECM) Practitioner**
- **Project Management Professional**
- **Managing and Maintaining a Microsoft Windows Server 2003 Environment**
- **Hewlett Packard – Blade Builder or Business Class Storage**
- **N-able Technologies Advanced Training Boot Camp**

Tuesday, August 14, 2007 Continued

**Sales & Management Trainings:**

- **Service Management Workshop for Technology Companies**
- **Psychology of Consultative Selling**

12:30 – 1:30 p.m.

**Lunch Sponsored by Cisco**

Be sure to visit Cisco representatives during lunch to learn about their solutions designed for your business.

Student Union/Cyber Café Open

1:30 – 3:30 p.m.

**Technical Trainings:**

- **Cisco Sales Essentials Version 3.0**
- **Enterprise Content Management (ECM) Practitioner**
- **Project Management Professional**
- **Managing and Maintaining a Microsoft Windows Server 2003 Environment**
- **Hewlett Packard – Blade Builder or Business Class Storage**
- **N-able Technologies Advanced Training Boot Camp**

**Management Training:**

- **Service Management Workshop for Technology Companies**

1:30 – 2:30 p.m.

**Sales Training:**

- **Psychology of Consultative Selling – Additional Workshop: Tech Data MyOrderTracker and MyOpportunityTracker**  
*Presented by Doug Riccardi, Information Technology Director, Tech Data*

2:30 – 2:40 p.m.

**Break**

2:40 – 3:30 p.m.

**Sales Training:**

**Sales Associate Workshop Presented by IPED**  
(The Institute for Partner Education and Development)

Workshop will explore:

- Best Practices for Selling Technology Solutions
- Engaging with Business Decision Makers
- How to Win on Value Instead of Price

3:30 – 3:45 p.m.

**Break/Student Union Open**

3:45 – 5:30 p.m.

**Technical Trainings:**

- **Cisco Sales Essentials Version 3.0**
- **Enterprise Content Management (ECM) Practitioner**
- **Project Management Professional**
- **Managing and Maintaining a Microsoft Windows Server 2003 Environment**
- **Hewlett Packard – Blade Builder or Business Class Storage**
- **N-able Technologies Advanced Training Boot Camp**

Tuesday, August 14, 2007 Continued

**Sales & Management Trainings:**

- **Service Management Workshop for Technology Companies**
- **Sales Associate Workshop Presented by IPED**

5:30 – 6 p.m.

**Free Time**

Student Union/Cyber Café Open

6:00 – 7:30 p.m.

**Technology Showcase and Appetizers (All Attendees)**

Network with all event attendees, including over 30 TechSelect business partners, during this fun and interactive showcase.

7:30 p.m.

**Dinner**

Join the Tech Data team, sponsoring business partners and all reseller attendees for a fun evening full of Chicago favorites!

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**Wednesday, August 15, 2007 (Final Training Day for Group 1 - First Day of Training for Group 2)**

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7:30 – 8:30 a.m.

**Student Union/Cyber Café Open**

The Cyber Café will only be open during designated times to allow attendees to check e-mail. It will be closed during scheduled sessions.

8:00 – 8:30 a.m.

**Reseller Breakfast with Murray Wright, Tech Data's Senior Vice President of Sales**

Murray will address industry trends and provide an update on Tech Data's sales and support services.

8:30 – 9:00 a.m.

**Breakfast Available**

9:00 a.m. – 12:55 p.m.

**Business Partner Trainings and Roundtable Meetings**

*Take time to train and meet with our sponsoring business partners in a variety of sessions for both sales and technical attendees. Check your personalized agenda for the session you've been scheduled to attend.*

9:00 – 9:50 a.m.

**Business Partner Technical Focus Trainings**

Choose to attend technical training sessions hosted by our premier business partners including AMD, Kaspersky Lab and Symantec.

9:00 – 9:50 a.m.

**Business Partner Roundtable Sales Meetings**

Join a small group of attendees for a series of pre-scheduled 15 minute meetings. Choose several of our business partners to discuss your company's sales and program needs.

9:50 – 10:00 a.m.

**Transition**

10:00 – 10:50 a.m.

**Business Partner Roundtable Technical Meetings**

Join a small group of attendees for a series of pre-scheduled 15 minute meetings. Choose several of our business partners to discuss your company's technical and support needs.

Wednesday, August 15, 2007 Continued

- 10:00 – 10:50 a.m.      **Business Partner Sales Focus Trainings**  
Choose to attend sales training sessions hosted by our premier business partners including AMD, Kaspersky Lab, and Symantec.
- 10:50 – 11:05 a.m.      **Break/Student Union Open**
- 11:05 – 11:55 a.m.      **Business Partner Technical Focus Trainings**  
Choose to attend technical training sessions hosted by our premier business partners including Hewlett-Packard, Macrovision, McAfee and Sony.
- 11:05 – 11:55 a.m.      **Business Partner Roundtable Sales Meetings**  
Join a small group of attendees for a series of pre-scheduled 15 minute meetings. Choose several of our business partners to discuss your company's sales and program needs.
- 11:55 – 12:05 p.m.      **Transition**
- 12:05 – 12:55 p.m.      **Business Partner Roundtable Technical Meetings**  
Join a small group of attendees for a series of pre-scheduled 15 minute meetings. Choose several of our business partners to discuss your company's technical and support needs.
- 12:05 – 12:55 p.m.      **Business Partner Sales Focus Trainings**  
Choose to attend sales training sessions hosted by our premier business partners including Hewlett-Packard, Macrovision, McAfee and Sony.
- 12:55 – 1:45 p.m.      **Lunch Sponsored by Symantec**  
Be sure to visit Symantec representatives during lunch to learn about their solutions designed for your business.  
  
Student Union/Cyber Café Open
- 1:45 p.m.      **Departures for Group 1**
- 1:45 – 3:15 p.m.      **Technical Trainings:**
- **Cisco Sales Essentials Version 3.0 (First Class for Group 2)**
  - **ConnectWise Boot Camp Training**
  - **Project Management Professional**
  - **Managing and Maintaining a Microsoft Windows Server 2003 Environment**
  - **Microsoft Windows Vista and Microsoft Office Deployment**
- Sales Management Training:**
- **Lifecycle of a Sales Rep (LSR) Program**
- 3:15 – 3:30 p.m.      **Break/Student Union Open**
- 3:30 – 5:30 p.m.      **Technical Trainings:**
- **Cisco Sales Essentials Version 3.0**
  - **ConnectWise Boot Camp Training**
  - **Project Management Professional**
  - **Managing and Maintaining a Microsoft Windows Server 2003 Environment**
  - **Microsoft Windows Vista and Microsoft Office Deployment**

Wednesday, August 15, 2007 Continued

**Sales Management Training:**

- Lifecycle of a Sales Rep (LSR) Program

5:30 – 6:30 p.m.

**Free Time**

6:15 p.m.

**Dinner at RAM Restaurant**

Join us for a fun dinner at RAM Restaurant and Brewery. Experience a sampling of RAM Brewed beers, as well as a tour of the Brewery!

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Thursday, August 16, 2007

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7:30 – 8:30 a.m.

**Student Union/Cyber Café Open**

The Cyber Café will only be open during designated times to allow attendees to check e-mail. It will be closed during scheduled sessions.

7:30 – 8:30 a.m.

**Breakfast**

8:30 – 10:30 a.m.

**Technical Trainings:**

- Cisco Sales Essentials Version 3.0
- ConnectWise Boot Camp Training
- Project Management Professional
- Managing and Maintaining a Microsoft Windows Server 2003 Environment
- Microsoft Windows Vista and Microsoft Office Deployment

8:30 – 10:30 a.m.

**Sales Management Training:**

- Lifecycle of a Sales Rep (LSR) Program

10:30 – 10:45 a.m.

**Break/Student Union Open**

10:45 – 12:45 p.m.

**Technical Trainings:**

- Cisco Sales Essentials Version 3.0
- ConnectWise Boot Camp Training
- Project Management Professional
- Managing and Maintaining a Microsoft Windows Server 2003 Environment
- Microsoft Windows Vista and Microsoft Office Deployment

10:45 – 12:45 p.m.

**Sales Management Trainings:**

- Lifecycle of a Sales Rep (LSR) Program

12:45 – 1:30 p.m.

**Lunch Sponsored by McAfee**

Be sure to visit McAfee representatives during lunch to learn about their solutions designed for your business.

Student Union/Cyber Café Open

Thursday, August 16, 2007 Continued

1:30 – 3:30 p.m.

**Technical Trainings:**

- Cisco Sales Essentials Version 3.0
- ConnectWise Boot Camp Training
- Project Management Professional
- Managing and Maintaining a Microsoft Windows Server 2003 Environment
- Microsoft Windows Vista and Microsoft Office Deployment

**Sales Management Training:**

- Sales Management Workshop Presented by IPED  
(The Institute for Partner Education and Development)

Workshop will explore:

- A Systematic Process for Making Strategic Decisions
- Aligning Business Value with Customer Requirements
- Proven Strategies for Accelerating Business Growth
- Bridging the Gap between Marketing and Sales
- Differentiation and Competition for Solution Providers

3:30 – 3:45 p.m.

**Break**

3:45 – 5:45 p.m.

**Technical Trainings:**

- Cisco Sales Essentials Version 3.0
- ConnectWise Boot Camp Training
- Project Management Professional
- Managing and Maintaining a Microsoft Windows Server 2003 Environment
- Microsoft Windows Vista and Microsoft Office Deployment

**Sales Management Training:**

- Sales Management Workshop Presented by IPED

5:45 – 6:30 p.m.

**Free Time**

6:30 p.m.

**Take a Trip to Downtown Chicago!**

TechSelect is pleased to offer you a \$50 spending voucher and transportation to Michigan Avenue. Dine at a restaurant of your choice in the city. Buses depart from the hotel at 6:30 p.m. and 7:00 p.m. Buses will depart from downtown Chicago at 10:00 p.m. and 11:00 p.m. to return to Schaumburg.

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**Friday, August 17, 2007**

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7:30 – 8:30 a.m.

**Student Union/Cyber Café Open**

The Cyber Café will only be open during designated times to allow attendees to check e-mail. It will be closed during scheduled sessions.

*Friday, August 17, 2007 Continued*

7:30 – 8:30 a.m.      **Breakfast**

8:30 – 10:30 a.m.      **Technical Trainings:**

- Cisco Sales Essentials Version 3.0
- ConnectWise Boot Camp Training
- Project Management Professional
- Managing and Maintaining a Microsoft Windows Server 2003 Environment
- Microsoft Windows Vista and Microsoft Office Deployment

10:30 – 10:45 a.m.      **Break**

10:45 – 12:45 p.m.      **Technical Trainings:**

- Cisco Sales Essentials Version 3.0 (Final Session)
- ConnectWise Boot Camp Training (Final Session)
- Project Management Professional
- Managing and Maintaining a Microsoft Windows Server 2003 Environment
- Microsoft Windows Vista and Microsoft Office Deployment (Final Session)

12:45 – 1:45 p.m.      **Lunch**  
Student Union/Cyber Café Open

1:45 – 3:30 p.m.      **Technical Trainings:**

- Project Management Professional
- Managing and Maintaining a Microsoft Windows Server 2003 Environment

Instructors from technical classes ending at 12:45 p.m. will be available for final questions or may ask participants to attend discussion or practice groups during this time.

3:30 p.m.      **Evening on Own / Departures**

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**Saturday, August 18, 2007**

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**Departures for PMP and Microsoft Windows Server course participants.**