



**Tentative Agenda
Houston, TX
August 17-22, 2008**

Please Note: This is a tentative agenda. Classes and start times are subject to change.

Sunday, August 17, 2008

- Throughout Day **Arrivals for Group 1**
- 2 – 7:00 p.m. **Conference Registration and Hospitality Area – Sponsored by Lexmark**
Stop by the registration desk to pick up your conference materials. After you register, visit with Lexmark representatives at the hospitality area.
- 2 – 7:00 p.m. **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.
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Monday, August 18, 2008

- 7:30 – 8:30 a.m. **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 – 12:30 p.m. **Courses:**
This is the first of several training courses. Please be sure to attend the training you enrolled in. To maximize participation, do not rotate sessions.
- Cisco Sales Essentials Version 4.0**
Learn to effectively sell Cisco's products and solutions. Cisco Sales Essentials (CSE) provides an introduction to Cisco's technologies, solutions, and resources and is the baseline training for Cisco Account Managers and Cisco hardware, software, and channel partner salespeople. In this 2-day course, Cisco channel partner account managers and sales professionals get a sales-focused introduction to the business needs, value, and impact of a network. Along with basic training on network infrastructure as well as Cisco technologies and solutions, you'll learn how they impact a business.
- Managing and Maintaining Microsoft Server 2008**
Server 2008 incorporates many new features allowing for increased security and manageability. In this skills-driven course, you'll get an introduction to Microsoft's latest server platform and build the required hands-on foundational knowledge to implement, manage, and maintain Server 2008 in an enterprise environment.
- Marketing: Advanced Course in Strategic Marketing**
Take the next step toward becoming a marketing guru. In this course, you'll discover cutting-edge marketing models – and their real-world applications. Get the knowledge and tools you need to increase the spending rate of current customers and cost-effectively acquire new ones, integrate your marketing mix elements with corporate goals and maximize the benefits of e-commerce technology.

Monday, August 18, 2008 Continued

Project Management Professional

In this course, you'll gain the essential preparation needed to pass the PMP and CAPM exams. Concentrating on content from the Guide to the Project Management Body of Knowledge-Third Edition (PMBOK® Guide) that is specifically covered in the exam, this course includes practice exercises and quizzes as well as study and test-taking tips using PMI® terminology.

VMware Certified Professional

Gain the in-depth skills and industry-recognized certification on VMware technology today! The VMware Certified Professional Program is designed for any technical individual – partners, end users, resellers and consultants – who wants to demonstrate their expertise in virtual infrastructure and increase his potential for career advancement.

12:30 – 1:30 p.m.

Lunch

Cyber Café Open

1:30 – 5:45 p.m.

Continue Courses:

Cisco Sales Essentials Verson 4.0

Managing and Maintaining Microsoft Server 2008

Marketing: Advanced Course in Strategic Marketing

Project Management Professional

VMware Certified Professional

5:45 – 6:15 p.m.

Free Time

Cyber Café Open

6:15 p.m.

Dinner Offsite – Sponsored by Eaton Powerware

Join representatives from Eaton and your fellow TSU attendees for a fun evening at one of Houston's most popular restaurants!

Tuesday, August 19, 2008

Throughout Day

Arrivals for Group 2

7:30 – 8:30 a.m.

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 – 12:30 p.m.

Continue Courses:

Cisco Sales Essentials Version 4.0

Managing and Maintaining Microsoft Server 2008

Marketing: Advanced Course in Strategic Marketing

Project Management Professional

VMware Certified Professional

12:30 – 1:30 p.m.

Lunch

Cyber Café Open

Tuesday, August 19, 2008 Continued

1:30 – 5:00 p.m.

Continue Courses:

Cisco Sales Essentials

Managing and Maintaining Microsoft Server 2008

Marketing: Advanced Course in Strategic Marketing

Project Management Professional

VMware Certified Professional

Courses Added:

Selling to Business and Technology Decision Makers

As technology buying processes evolve, it's critical that technology selling organizations recognize the real decision making structure inside an organization and effectively engage leaders from both business and IT departments.

In order to succeed, solution providers need to target the needs of a new business-based audience while maintaining their support from traditional IT leaders. IPED will provide proven techniques for diagnosing critical business processes, identifying decision makers with authority, and translating technology solutions into business value propositions.

IPED will provide tips for generating compelling events that will trigger new business with existing customers and net-new business accounts and identify ways to improve overall win rates through the refinement of sales techniques such as planning and building a sales pipeline and selling the business value.

Service Management Workshop

This workshop is designed to help you understand revenue opportunities and cost considerations in order to maximize the profitability from your company's service department. You will learn how to increase your technician's utilization rate to 75%. We will also discuss job descriptions, service compensation plans, incentives, measuring performance, and more.

VMware Sales Professional

The VMware Sales Professional (VSP) program has been broken down into an accreditation for each of VMware's four main solution areas. The first accreditation can be completed in about 5-7 hours. This sales-focused training curriculum:

- Jumpstarts a person's understanding of how to sell VMware products & solutions
- Reduces the time needed to be effective
- Ensures a consistent message is being evangelized

5:00 – 6:00 p.m.

Free Time

6:00 – 7:30 p.m.

Technology Showcase and Appetizers (All Attendees)

Network with all event attendees – including over 25 TechSelect vendor partners – during this fun and interactive showcase.

7:30 – 9:30 p.m.

Dinner

Enjoy an evening with fellow TechSelect members, Tech Data vendor partners and executives for a Houston-inspired dinner, filled with fun activities and networking opportunities!

8:30 – 9:30 p.m.

Dessert Sponsored by Hewlett-Packard

Join representatives from HP for coffee and dessert after dinner.

Wednesday, August 20, 2008

- 7:30 – 8:30 a.m. **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 a.m. – 12:25 p.m. **Vendor Partner Trainings and Roundtable Meetings**
Take time to train and meet with our sponsoring vendor 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.
- 8:30 – 9:20 a.m. **Vendor Partner Focus Trainings (Technical)**
Choose to attend technical training sessions hosted by our premier vendor partners including:
- Hewlett-Packard
 - Symantec
 - VMware
- 8:30 – 9:20 a.m. **Vendor Partner Roundtable Meetings (Sales)**
Join a small group of attendees for a series of pre-scheduled 15 minute meetings. Choose several of our vendor partners to discuss your company's sales and program needs.
- 9:20 – 9:30 a.m. **Transition**
- 9:30 – 10:20 a.m. **Vendor Partner Roundtable Meetings (Technical)**
Join a small group of attendees for a series of pre-scheduled 15 minute meetings. Choose several of our vendor partners to discuss your company's technical and support needs.
- 9:30 – 10:20 a.m. **Vendor Partner Focus Trainings (Sales)**
Choose to attend sales training sessions hosted by our premier vendor partners including:
- Hewlett-Packard
 - Symantec
 - VMware
- 10:20 – 10:35 a.m. **Break**
- 10:35 – 11:25 a.m. **Vendor Partner Focus Trainings (Technical)**
Choose to attend technical training sessions hosted by our vendor partners including:
- Cisco
 - McAfee
- 10:35 – 11:25 a.m. **Vendor Partner Roundtable Meetings (Sales)**
Join a small group of attendees for a series of pre-scheduled 15 minute meetings. Choose several of our vendor partners to discuss your company's sales and program needs.
- 11:25 – 11:35 p.m. **Transition**

Wednesday, August 20, 2008 Continued

- 11:35 – 12:25 p.m. **Vendor Partner Roundtable Meetings (Technical)**
Join a small group of attendees for a series of pre-scheduled 15 minute meetings. Choose several of our vendor partners to discuss your company's technical and support needs.
- 11:35 – 12:25 p.m. **Vendor Partner Focus Trainings (Sales)**
Choose to attend sales training sessions hosted by our premier vendor partners including:
- Cisco
 - McAfee
- 12:25 – 1:30 p.m. **Product Demo Center Open**
Stop in to view exciting product demonstrations of the hottest technologies and solutions provided by our vendor partners! All attendees will have the opportunity to win fabulous prizes!
- 1:30 – 2:15 p.m. **Lunch**
Cyber Café Open
- 2:15 p.m. **Departures for Group 1**
- 2:15 – 6:00 p.m. **Continue Courses:**
- Managing and Maintaining Microsoft Server 2008**
 - Marketing: Advanced Course in Strategic Marketing**
 - Project Management Professional**
 - Selling to Business and Technology Decision Makers**
 - Service Management Workshop**
 - VMware Certified Professional**
 - VMware Sales Professional**
- Courses Added:**
- Cisco Sales Essentials Version 4.0 Group 2**
- 6:00 – 6:30 p.m. **Free Time**
- 6:30 p.m. **Dinner Offsite – Sponsored by Symantec**
Join representatives from Symantec and your fellow TSU attendees for a fun evening at one of Houston's most popular restaurants!

Thursday, August 21, 2008

- 7:30 – 8:30 a.m. **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**

Thursday, August 21, 2008 Continued

8:30 – 12:45 p.m.

Continue Courses:

Cisco Sales Essentials Version 4.0 Group 2
Managing and Maintaining Microsoft Server 2008
Marketing: Advanced Course in Strategic Marketing
Project Management Professional
Service Management Workshop
VMware Certified Professional

12:45 – 1:30 p.m.

Lunch

Cyber Café Open

1:30 – 5:45 p.m.

Continue Courses:

Cisco Sales Essentials Version 4.0 Group 2
Managing and Maintaining Microsoft Server 2008
Project Management Professional
Service Management Workshop
VMware Certified Professional

Courses Added:

Marketing: Harnessing the Power of Social Media

In this session explore the underlying meanings, definition and practical realities of social media in the context of a traditional marketing framework. You will be able to answer the questions: What does it mean to marketers? What's new? What's old? What's to come? How do we know what successful Social Media marketing looks like?

Enjoy dinner on us. Be sure to pick up your \$50 American Express gift check at the event registration desk.

Friday, August 22, 2008

7:30 – 8:30 a.m.

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.m.

Breakfast

8:30 – 12:45 p.m.

Continue Courses:

Cisco Sales Essentials Version 4.0 Group 2
Managing and Maintaining Microsoft Server 2008
Marketing: Harnessing the Power of Social Media
Project Management Professional
VMware Certified Professional

12:45 – 1:45 p.m.

Lunch

Cyber Café Open



Friday, August 22, 2008 Continued

1:45 – 3:30 p.m.

Continue Courses:

Cisco Sales Essentials Version 4.0 Group 2
Managing and Maintaining Microsoft Server 2008
Project Management Professional
VMware Certified Professional

3:30 p.m.

Evening on Own / Departures

Saturday, August 23, 2008

Departures.