

GET *IT*  
DONE!



VISUAL EDGE IT 2022 SALES KICKOFF

**FEBRUARY 8-9**  
RITZ-CARLTON, ORLANDO, FL

***VISUAL  
EDGE IT***  
SECURE TECHNOLOGY SOLUTIONS

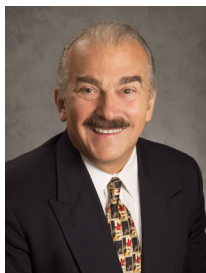


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VISUAL EDGE IT 2022 KICKOFF

## LETTER FROM THE CHAIRMAN



Greetings,

It is my pleasure to welcome you to Orlando, Florida for our historic milestone: The First Annual Visual Edge IT Sales Kick-Off and Recognition Conference!

You are here because of your very significant contribution to our success during 2020 and 2021... fighting through numerous recent business conditions that defeated many who were less dedicated and less persistent. You delivered in grand style all that was asked of you and we thank you!

Over 2021, we worked diligently selling managed IT services enterprise-wide. And over the next two days we will work diligently to share the information you need for a strong 2022. We will celebrate successes and enjoy a bit of camaraderie.

So, let's get started and "**Get IT Done!**"

Thank you for being here.

**Austin Vanchieri**

Chairman & CEO

Visual Edge IT

[www.visualedgeit.com](http://www.visualedgeit.com)

**VISUAL  
EDGE IT**



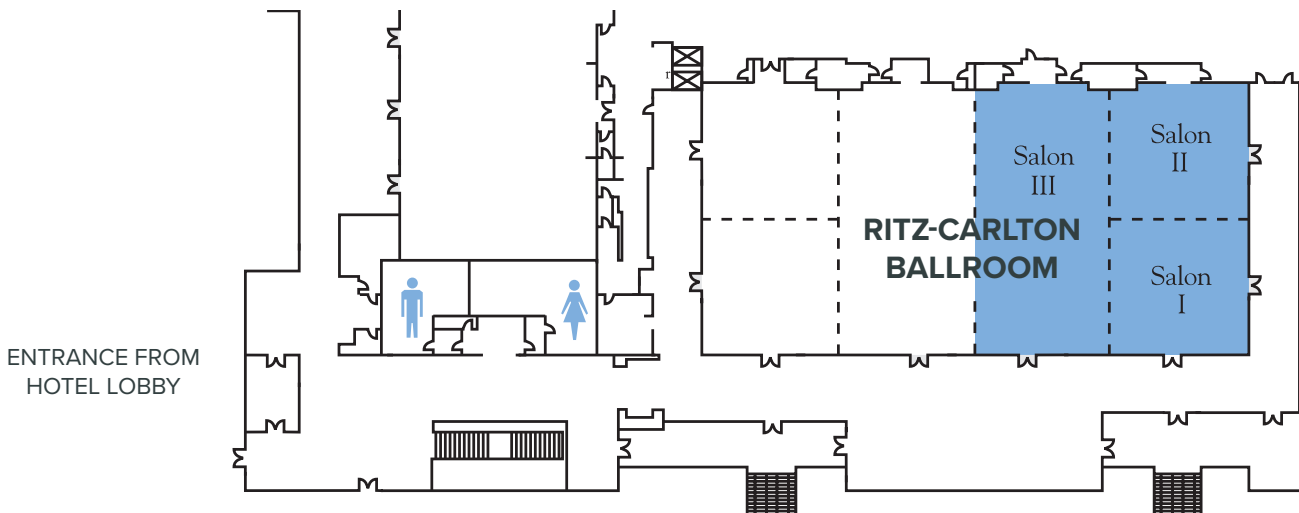
# GET *IT* DONE!

## VISUAL EDGE IT 2022 KICKOFF



### MAPS

#### RITZ-CARLTON GRANDE LAKES RESORT



*Visual Edge IT Kickoff will be held in the Ritz-Carlton Ballroom - Salons 1, 2 and 3.*



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## VISUAL EDGE IT 2022 KICKOFF



# AGENDA

## TUESDAY FEBRUARY 8

TIME	SESSION	SPEAKERS
7:00 - 8:00 AM	BREAKFAST	<i>Sponsored by Acronis</i>
8:00 - 8:30 AM	<b>Welcome and Opening Remarks</b>	Austin Vanchieri
8:30 - 9:30 AM	<b>2021 Visual Edge IT Results / Go-Forward Plan</b> <ul style="list-style-type: none"> <li>• Print Revenue</li> <li>• MS Revenue</li> </ul>	Brian Frank
9:30 - 10:30 AM	<b>Regional results / Success Stories</b> <ul style="list-style-type: none"> <li>• West</li> <li>• Great Lakes</li> <li>• East</li> </ul>	Brad Craft, Danny Brady, Anthony McDonald Bob Christensen, KC Sirowich, John Bradley
<b>BREAK</b>		
11:00 - 12:00 PM	<b>Regional results / Success Stories</b> <ul style="list-style-type: none"> <li>• South Central</li> <li>• MS results</li> </ul>	Sean Seward, Rich Cardillo, Ryan Lundgren, Jason Bowra, Robert Atherton
12:00 - 1:00 PM	LUNCH	<i>Sponsored by pax8</i>
1:15 - 1:45 PM	<b>Visual Edge IT Marketing</b> <ul style="list-style-type: none"> <li>• Overview</li> <li>• Outbound Program</li> </ul>	David Ramos, Holly Dale
1:45 - 3:00 PM	<b>The Visual Edge IT Brand Story</b>	Woden Group: Ed Lynes, Jeromey Lloyd
3:00 - 3:30 PM	<b>Visual Edge IT - Acqui Hire Strategy</b>	Bob Christensen, KC Sirowich, Bruce Brayton
<b>BREAK</b>		
3:45 - 4:15 PM	<b>State of Technology and Security in the Modern Workplace Today: What got us here? Where are we going?</b>	pax8: Matt Lee
4:15 - 4:45 PM	<b>How to Sell Business Outcomes Through Cyber Security Solutions</b>	Acronis: Peter Giardino
4:45 - 5:30 PM	<b>Crypto Currency and its impact on MSPs</b>	ConnectWise: Wes Spencer
<b>BREAK</b>		
6:00 - 7:00 PM	COCKTAILS	<i>Sponsored by Intermedia</i>
7:00 - 8:00 PM	DINNER	
8:00 - 9:00 PM	THE MAGIC OF ROB LAKE	<i>Sponsored by ConnectWise</i>



# GET *IT* DONE!

## VISUAL EDGE IT 2022 KICKOFF



# AGENDA

WEDNESDAY FEBRUARY 9

TIME	SESSION	SPEAKERS
7:00 - 8:30 AM	BREAKFAST	<i>Sponsored by Acronis</i>
8:30 - 8:45 AM	<b>Opening Remarks and Keynote Introduction</b>	Michael Cozzens, David Ramos
8:45 - 9:45 AM	<b>Crucible of Crisis: Resilience in the Face of Adversity</b>	Keynote: Kris Paronto
9:45 - 10:15 AM	<b>Meet and Greet</b>	Keynote: Kris Paronto
10:15 - 11:00 AM	<b>Managed Services Revenue Generation: What's New in '22</b> <ul style="list-style-type: none"> <li>• 2022 MSP Plan Names</li> <li>• Presales and Project Process / Financial Review Process</li> <li>• Managed Services Sales - Best Practices</li> <li>• Big Bets for 2022</li> </ul>	Jason Bowra, Robert Atherton
11:00 - 11:30 AM	<b>Sales Management and Collaboration with MS</b>	Jordan Craft with Michael Christie and Bill Stayart
11:30 - 12:00 PM	<b>Upsell Existing Managed Services Customers</b> <ul style="list-style-type: none"> <li>• QBRs - How They Work</li> <li>• Cross Selling</li> </ul>	Jim Huegen, Robert Atherton
12:00 - 1:00 PM	LUNCH	<i>Sponsored by pax8</i>
1:15 - 1:45 PM	<b>The Value of Communication for the Business</b>	Intermedia: Jim McCormick
1:45 - 2:15 PM	<b>The Managed Services Ideal Customer Profile</b>	Kelly Lanham, Ben McCaghren
2:15 - 2:45 PM	<b>Motivating and Inspiring Sales Teams in 2022</b>	Rich Cardillo
<b>BREAK</b>		
3:00 - 3:15 PM	<b>Managed Services Best Practice</b> <ul style="list-style-type: none"> <li>• Specialist/Rep Account Review Process</li> </ul>	Ryan Lundgren
3:15 - 3:45 PM	<b>Leadership Post Pandemic – What's changed?</b>	Sean Seward
3:45 - 4:15 PM	<b>Team Building - Best Practices</b>	KC Sirowich
4:15 - 5:15 PM	<b>Panel Discussion</b>	Hosted by KC Sirowich with Brian Frank, David Ramos, Michael Mills, Jason Bowra
5:15 - 5:30 PM	<b>Closing Remarks</b>	Austin Vanchieri
<b>BREAK</b>		
6:00 - 7:00 PM	COCKTAILS <ul style="list-style-type: none"> <li>• 6:55pm Visual Edge IT Group Photo</li> </ul>	<i>Sponsored by Field Nation</i>
7:00 - 8:00 PM	DINNER	
8:00 - 9:00 PM	AWARDS	
9:00 PM	COCKTAILS WITH THE CHAIRMAN	Austin Vanchieri



# HOUSEKEEPING

## Welcome to “Get IT Done!”

The First Annual Visual Edge IT Sales Kick-Off and Recognition Conference!

### Date

February 7-10, 2022 with full meeting days on February 8-9

### Location

The Ritz-Carlton Orlando, Grand Lakes, Orlando, FL. (4 days, 3 nights Business event)

### Meeting Check-in

Please check-in at the registration table outside of Salons 1 and 2 at 4pm ET on Monday or starting at 7:30am ET on Tuesday. You will be able to collect your lanyards and meeting info at these times.

### Agenda

Feb 8th sales meetings/dinner  
Feb 9th sales meetings/dinner

### Attire

Business casual

### Group Photo

A group photo is planned for Wednesday, February 9th at 6:55pm, please plan your time and apparel accordingly.

### Expenses

Visual Edge will be providing rooms, meals on meeting days and evening dinners. Incidentals, airfare and other expenses will be the responsibility of the region. You will be asked to put up a credit card at check-in for incidentals. Room, resort fee and taxes will be on Visual Edge’s master account.

### Presenter Run-Through

The presenter run-through will be Monday night from 8pm-9pm ET. If you are a presenter at the 2022 Sales Kick-off, you will be expected to attend the run-through. If your travel plans don’t allow you to attend, please check-in with Holly Dale on Tuesday morning before the meetings begin to get any information you may need.

### Covid-19 Testing

(see health and safety section in this handout)

### In Case of Emergency (before, during or after the event)

Please text Michael Mills @ 214.697.8400. Michael will arrive onsite Sunday night and depart the hotel after the last person checks out.

### What to Look For

Be on the lookout for signage containing the event theme. These signs will provide relevant information and direction to the event.



VISUAL EDGE IT 2022 SALES KICKOFF

# HEALTH AND SAFETY

With attendees' health and safety in mind, we have been working with the hotel to assure that preventative measures reflective of CDC recommendations and guidelines have been put into place.

The Ritz-Carlton, Orlando, Grand Lakes has committed to the following:

- More frequent cleaning of high-traffic and high-touch areas.
- Utilizing EPA approved multi-surface peroxide cleaner and disinfectant.
- Touchless hand sanitizer dispensers throughout the resort.
- Frequent cleaning of public area restrooms.
- Deep cleaning between guest stays; focus on sanitizing every area of the room.
- Housekeeping services will be performed when the guests are not present in the room.
- Deep cleaning of high-touch areas such as: handles, knobs, drawer pulls, hairdryer and remote controls.
- Disinfectant wipes are available upon request.

<https://whattoexpect.marriott.com/mcorz>

## Frequently Asked Questions

1. Do I have to provide a negative test to attend the kickoff?

You should not attend the kickoff if you feel sick or are experiencing any Covid-19 related symptoms. Each attendee will be provided with a Covid-19 test to use in the event you fall ill. You will not be required to test each day, but rather only if you have Covid-19 related symptoms.

2. If I have had Covid-19, can I attend the kickoff?

According to the CDC, people with COVID-19 should isolate for 5 days and if they are asymptomatic or their symptoms are resolving (without fever for 24 hours), follow that by 5 days of wearing a mask when around others to minimize the risk of infecting people they encounter. If you have been asymptomatic for 5 days prior to the kickoff, you can attend.

3. What if I have been exposed to someone with Covid-19 before the conference?

You should follow the guidance at: <https://www.cdc.gov/coronavirus/2019-ncov/your-health/quarantine-isolation.html#isolate>

There are many individual variables associated with these requirements. In general, if you have been exposed to someone who has tested positive with Covid-19 and you are vaccinated, you do not need to quarantine. If you have been exposed and are not vaccinated, you need to quarantine for 5 days. Therefore, if you think you have been exposed, you should be quarantining now ahead of attending the kickoff.

4. Will masks be required at the kickoff?

Masks will not be required at the conference. However, wearing a mask is a personal choice and encouraged. If someone wants to, or needs to wear a mask, they are free to do so—and don't have to explain their reasoning. Masks will be available at the conference.

5. What should I do if I test positive at the kickoff?

If you test positive while at the conference, you should not attend the group meeting or events. Contact Michael Mills and he will help navigate through any requirements for isolation, quarantining, and travel restrictions.

We will continue to monitor and update safety precautions for our conference regularly and coordinate with trusted national resources and the hotel hosting our event. You should also monitor your health and let us know if you are not able to attend.