

# Agenda EMEA South Empowerment Days

July 3rd – 4th, 2019

# Day 1 | July 3<sup>rd</sup>, 2019 – GENERAL MORNING SESSIONS

Time	Event	Summary	By
9:00 – 9:10	Welcome	Welcome from United VARs Introduction to Agenda & explanation for the next two days	<b>Alexander Herfort</b>   Head of Business Development, United VARs
9:10 – 10:15 AM	Greetings & Insights from a global level	Discussion about the actual trends, challenges, threats and finally a lot of opportunities!	<b>Detlef Mehlmann</b>   Managing Director, United VARs <b>Helen Loris de Astete</b>   Marketing Manager, United VARs <b>Alexander Herfort</b>   Head of Business Development, United VARs <b>Darren Lesniak</b>   Partner Director United VARs, SAP
10:15 – 10:45 AM		<b>Break</b>	
10:45 – 11:30 AM	Keynote   SAP	Business update and joint opportunities with SAP	<b>Nick Malone</b>   SVP GPO & GB EMEA South, SAP
11:30 – 12:00 AM	Start to use Social Media now	Hands-On: How to use LinkedIn at events.	<b>Helen Loris de Astete</b>   Marketing Manager, United VARs
12:00 – 12:30 AM	United VARs & JAM	Live-Intro intro to SAP JAM: It is all about content!	<b>Alexander Herfort</b>   Head of Business Development, United VARs
12:30 – 1:30 PM		<b>Break</b>	
1:30 – 5:15 PM		<b>Breakout Sessions (details next slide!)</b>	

# Day 1 | July 3<sup>rd</sup>, 2019 – AFTERNOON BREAKOUTS

Top Management	Marketing	Sales	Consulting   Solution
<p>1:30 – 2:10 PM How to become an IP driven Product Company Discussion <b>Martin Pock</b>   Managing Director, 2BM</p>	<p>1:30 – 2:10 PM Q&amp;A Session with Members: Best practice exchange (e.g. Trend topics Social&amp; Video; How Mkt &amp; Sales work together; Activities that drive most revenue) <b>NNN</b>   Title, Company <u>Room:</u> tbd</p>	<p>1:30 – 2:10 PM Sales-Enablement Breakout: Business by Design <b>Cornee Boorsma</b>   Title, SAP</p>	<p>1:30 – 2:10 PM Solution-Enablement Breakout: C/4 HANA <b>Stacy Yellowley</b>   SAP</p>
<p>2:15 – 2:55 PM C-Roundtable (Execs only!) UVARs Internal Executive exchange <b>Detlef Mehlmann</b>   Managing Director, United VARs</p>	<p>1:30 – 2:10 PM Review your Company's Value Proposition with feedback from Sales* <b>Hy Pailakian</b>   Title, Company <u>Room:</u> tbd</p>	<p>2:15 – 2:55 PM Sales-Enablement Breakout: C/4HANA <b>Stacy Yellowley</b>   SAP</p>	<p>3:00 – 3:40 PM Solution-Enablement Breakout: Business by Design <b>Cornee Boorsma</b>   SAP</p>
<p>3:00 – 3:40 PM C-Lounge with Anna Masters (Execs only!) UVARs Executives in an informal discussion with SAP <b>Anna Masters</b>   VP Global Platinum Resellers, SAP</p>	<p>3:00 – 3:40 PM Marketing Planning Theory (1/2) <b>Hy Pailakian</b>   Title, Company <u>Room:</u> tbd</p>	<p>3:00 – 3:40 PM Sales-Enablement Breakout: S/4HANA Cloud <b>Jason Bath</b>   SAP <b>Paola Polini</b>   SAP</p>	<p>2:15 – 2:55 PM Solution-Enablement Breakout: S/4HANA <i>MOVE: Tools &amp; Assets, conversion packages, factories</i> <b>Basak Basgut</b>   SAP <b>Francesca Carboni</b>   SAP</p>
<p><b>03:45 – 04:00 PM Coffee Break</b> <u>Room:</u> Foyer</p>			
	<p>4:00 – 4:40 PM Marketing Planning Hand-ON (2/2) <b>All</b> <u>Room:</u> tbd</p>	<p>4:00 – 4:40 PM Sales-Enablement Breakout: S/4HANA <i>MOVE: PoV, Tools &amp; Assets, DemGen/ MiM</i> <b>Basak / Francesca</b>   Title, SAP</p>	<p>4:00 – 4:40 PM Solution-Enablement Breakout: S/4HANA Cloud <b>Alessandro Sabidussi</b>   SAP <b>Paola Polini</b>   SAP</p>
<p>4:45 – 5:15 PM The United VARs Value Proposition: How to sell United VARs right! <b>Helen Loris de Astete</b>   Marketing Manager, United VARs <b>Alexander Herfort</b>   head of Business Development, United VARs</p>			

# Day 2 | July 4<sup>th</sup>, 2019 – GENERAL MORNING SESSIONS

Time	Event	Summary	By
9:00 – 9:30 AM	Solution Partner Serrala	How does the Serrala Portfolio enrich your offering to your customers?	<b>NNN</b>   Title, Serrala
9:30 – 10:15 AM	GPR & PartnerEdge™ Benefits	SAP PartnerEdge™ and Global Platinum Resellers updates - what's in for me?	<b>Darren Lesniak</b>   Partner Director United VARs, SAP <b>Christian Klaus Lenz</b>   SAP
10:15 – 10:45 AM	S/4 Movement	How can SAP or United VARs help me to build my movement practice quick?  (update on region status, then S/4 Move in Motion – joint GTM activities)	<b>Alexander Herfort</b>   Head of Business Development, United VARs <b>Basak Basgut</b>   SAP <b>Francesca Carboni</b>   SAP
10:45 – 11:15 AM	<b><u>Coffee Break</u></b>		
11:15 – 11:45 AM	How to turn your company in an IP driven/ product company?	2BM presents their success story on creating an own company to maintain & sell products.	<b>Martin Pock</b>   Managing Director, 2BM
11:45 – 12:15 PM	Packaged Solutions	How does Intelligent Enterprise integrate / reflect with Packaged Solutions	<b>Ashmat Ali</b>   SAP
12:15 – 12:45 PM	How can the cloud transformation being executed well in your company?	Successful United VARs member about cloud transformation	tbd
12:45 – 1:30 PM	<b><u>Lunch Break</u></b>		
1:30 – 5:15 PM	<b><u>Breakout Sessions (details next slide!)</u></b>		

# Day 2 | July 4<sup>th</sup>, 2019 – AFTERNOON BREAKOUTS

Top Management	Marketing	Sales	Consulting   Solution
	<p>1:30 – 3:45 PM            LinkedIn Sales Navigator Training  <b>Hy Pailakian</b>   Global Marketing Director, SAP  <u>Room:</u> tbd</p>		<p>1:00 – 1:45 PM            Solution-Enablement Breakout:            Success Factors  <b>Mohammed Fadili</b>   SAP</p> <p>1:45 – 2:45 PM            Solution-Enablement Breakout:            Business One  <b>Cornee Boorsma</b>   SAP</p>
<p><b>03:45 – 04:00 Break</b>  <u>Room:</u> Main Stage</p>			
open	<p>4:00 – 4:25            Video Editing: Tools &amp; Best Practices (1/2)  <b>Hy Pailakian</b>   Global Marketing Director, SAP  <u>Room:</u> tbd</p> <p>4:30 – 4:50            Video Editing: Tools &amp; Best Practices (2/2)  <b>Hy Pailakian</b>   Global Marketing Director, SAP  <u>Room:</u> tbd</p>	<p>4:00 – 4:25 PM            Sales-Enablement Breakout:            Success Factors  <b>Mohammed Fadili</b>   SAP</p> <p>4:30 – 5:00 PM            Sales-Enablement Breakout:            Business One  <b>Cornee Boorsma</b>   SAP</p>	open
	<p>4:50 – 5:30 PM            Marketing Activites – Update &amp; Next Steps  <b>Helen Loris de Astete</b>   Marketing Manager UVARs  <u>Room:</u> tbd</p>		