



Pre-Day — Tuesday, May 20

*Pre-Day begins at 1:00 PM with Welcome Remarks from The 20. 1:15 – 5:00 features multiple sessions on **AI Lead Gen & Sales Engine: How to Get 50 Leads Per Month without Referrals, Ads, or Expensive Outsourced Dialing** with Chris Wiser and Lindsey Badillo of 7-Figure MSP. 15-min breaks will occur at 2:15 and 4:15.*

Day 1 — Wednesday, May 21

8:00 AM CHECK-IN / BREAKFAST (The 20 Lobby / Legacy Central Lobby)

9:00 AM **M&A is One Piece of the Puzzle** Tim Conkle

10:00 AM **Behind the Buyout: An M&A Case Study** Tim Conkle

10:30 AM BREAK

10:45 AM **Clean Books = Better Valuation: A PE Firm's Perspective** Scott Renkes | Pinecrest

11:30 AM **Scale Your MSP Business with Technology Asset Intelligence** Tony Vargas

12:00 PM LUNCH (Legacy Central Lobby)

1:00 PM **The Future of MSP M&A: A Fireside Chat** Tim Conkle & Madhur Duggar

2:00 PM BREAK

2:15 PM **What It's Really Like to Sell to The 20** Crystal Conkle | Kevin Peterson, Darren Fippin, Gary Blawat, Lance Keltner

2:55 PM **M&A Meets Monday: When Employees Get the Email** Crystal Conkle | Bobby Falco, Madison Vestweber, Bradley Gaudio, Mia Schmitt

3:35 PM **Are You Ready? A Future-Proof Strategy for Smaller MSPs** Tim Conkle

4:20 PM **ATA (Ask Tim Anything)** Tim Conkle

5:00 PM HAPPY HOUR (Legacy Central Lobby)

Day 2 — Thursday, May 22

8:00 AM BREAKFAST (Legacy Central Lobby)

9:00 AM **Same Game, New Strategy: Getting Real About MSP Success** Tim Conkle

9:45 AM **The Path Forward: New Products, New Processes, New Possibilities** Ken Pecot

10:30 AM BREAK

10:45 AM **You're Not Worth What You Think: The Real Math Behind MSP Valuations** Barrett Kingsriter | Pinecrest

11:15 AM **Private Equity POV: Increasing Your MSP Value** Barrett Kingsriter | Pinecrest & Panel

12:00 PM LUNCH (Legacy Central Lobby)

1:00 PM **The People Problem (and How to Solve It)** Hannah Corral

1:30 PM BREAK

1:45 PM **Your CX Team, Unfiltered: Insights, Updates and a Look Ahead** Ciera Cole & CX Team

2:15 PM **Egnyte** Eric Anthony

2:30 PM **Compliance = Revenue: The Playbook** Ken Nix

3:10 PM **The Final Word...for Now** Tim Conkle

► **WEDNESDAY NIGHT DINNER** sponsored by Cytracom

SUMMIT will be held at The 20 HQ: 6600 Chase Oaks Blvd, Suite 100, Plano, TX 75023

