



July 14-16, 2019  
Hyatt Regency, Jersey City, NJ

*3 days will*

**TRANSFORM YOUR  
BUSINESS**

We are bringing together the experts to provide dedicated workshops, with tracks focused on Service Delivery, Sales & Marketing, Leadership, Culture, HR, Operations and so much more. This is your opportunity to work with a forum of Subject Matter Experts, and walk away with the same tools that define their success, and enable you to strategize and execute in ways you've never experienced. We'll talk about

**“what” needs to be done**

**“how” can it be done**

**“who” can get it done**

**YOU WILL  
LEAVE  
BUILD IT  
WITH**



## **THE FIRST OF ITS KIND IN THE MSP CHANNEL**

**IT By Design is bringing together the best teachers and influencers in the MSP space, in one location, to provide our MSP Partners with templates and content to incorporate into their business- Day 1.**

**This is a 100% education-first conference where content is driving the discussion.**

**As an MSP owner, it's hard to make time, or find enough budget to hire consultants, and build best-in-class processes.**

**We've done the hard work for you! We went out into the channel, vetted content, processes, best practices, and templates that will help coach and evolve both you and your leaders.**

# PRICING

*Extra Early  
Bird*  
**\$895**

**Expires April 1st**

*Early Bird*  
**\$995**

**Expires May 1st**

*General*  
**\$1095**

**Through July**

Conference Pass includes all-access to  
keynotes, super sessions, breakout tracks,  
meals, and entertainment.

This pass **DOES NOT** include your hotel.  
See details below to book in our discounted  
group block

*Partner*  
**\$795**

**Through July**

*book your stay*  
**ROOM  
BLOCKS FILL  
UP FAST**

**DISCOUNTED EVENT RATE**  
**\$249/night + tax.**  
**Use Code: G-ITBD**

Rates available now through June 20th. Call  
Hyatt Regency's Reservation Department at  
(201) 469-4750 or 877-803-7534 and reference  
BuildIT Conference.



# SPEAKERS

KEYNOTE



## John C Maxwell

John C. Maxwell is a #1 New York Times bestselling author, coach, and speaker who has sold more than 30 million books in fifty languages. He has been identified as the #1 leader in business by the American Management Association® and the most influential leadership expert in the world by Business Insider and Inc. magazine. He is the founder of The John Maxwell Company, The John Maxwell Team, EQUIP, and the John Maxwell Leadership Foundation, organizations that have trained millions of leaders from every country of the world. The recipient of the Mother Teresa Prize for Global Peace and Leadership from the Luminary Leadership Network, Dr. Maxwell speaks each year to Fortune 500 companies, presidents of nations, and many of the world's top business leaders. He can be followed at [Twitter.com/JohnCMaxwell](https://twitter.com/JohnCMaxwell). For more information about him visit [JohnMaxwell.com](http://JohnMaxwell.com)

## Kam Kaila

Kam Attwal-Kaila is a Partner and President of IT By Design. Having been with the company since 2000, Kam is ITBDs Brand Ambassador. Leading the ITBD Community teams, Kam is instrumental in building the ITBD brand worldwide.

Kam is the inspiration and engine behind BuildIT; along with being Co-Founder of ITBD, recipient of numerous accolades for Channel excellence, and providing educational content to the IT Channel at other events, webinars, and channel publications. She lives the "sharing is caring" mantra, and is excited to bring together Channel Leaders from across the country to "Build IT together".



M.C.

EDUCATOR



## Brad Schow

Brad Schow is the VP of Consulting Services for ConnectWise. Prior to joining the ConnectWise staff, Schow has served as a peer coach and business consultant at HTG for more than five years. Before joining HTG, he spent 20 years growing a solutions and managed service provider business. His path of technician, service leader, operations leader, president and partner has given him a unique perspective that allows him to relate to a broad spectrum of business challenges. He credits much of the success to the peer group experience and the relationships that grew out of HTG. He loves investing in people, thinking ahead, building teams and helping others find success.

## Shawn Walsh

Shawn Walsh is the former CEO of Paradigm Computer Consulting, Inc. An MSP that he grew to have locations in NH, RI, FL, and OH. He exited Paradigm after an acquisition by a national IT services company. He now acts as a consultant to business owners, teaching them how to increase profitability, grow, and exit their businesses.

Shawn is married and a father of 3. Who splits his time between NH and Aruba, working also as a PADI Dive Professional. When he's not working, he loves riding and working on motorcycles, boating, skiing and golfing.



EDUCATOR



# AGENDA

## SUNDAY

Welcome Reception  
6:00 - 8:00 PM

## MONDAY

Breakfast: 6:30 - 8:30 AM  
Keynote with Kam Kaila: 8:00 - 9:00 AM  
Lunch 12:00 - 1:30 PM  
Learning & Development Panel: 4:30 - 5:30 PM  
Skyline View Dinner: 6:00 - 9:00 PM

### TRACK TOPICS

#### *morning*

9:00 am - 12:00 pm  
Service Delivery & Operations  
Sales  
HR

#### *afternoon*

1:30 pm - 3:30 pm  
Leadership Development  
Company Culture  
Finance

## TUESDAY

Breakfast: 6:30 - 8:30 AM  
Keynote with John C Maxwell: 8:00 - 9:00 AM  
Lunch 12:00 - 1:30 PM  
Leaders in the Space Panel: 4:30 - 5:30 PM  
Closing Remarks: 6:00 - 9:00 PM

### TRACK TOPICS

#### *morning*

9:00 am - 12:00 pm  
Business & Operational Strategies  
Marketing  
HR

#### *afternoon*

1:30 pm - 3:30 pm  
Service Delivery & Operations  
CSM  
Team Development

Goals

Score  
Cards

Strategies

Templates

Best  
Practices

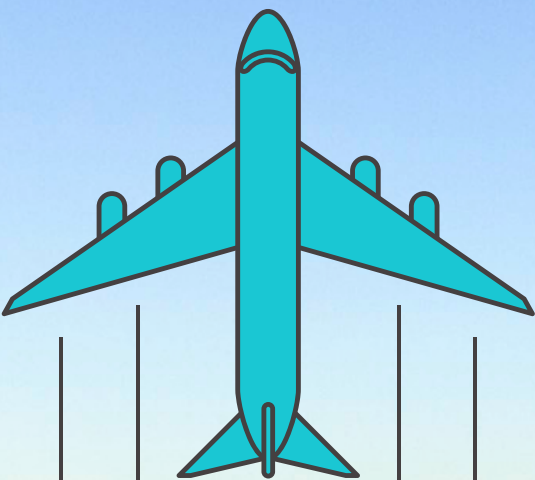
Processes



# The City

New York is a happening place, and definitely should be on anyone's bucket list. We are so proud of our city, we couldn't help but want to show it off a little. From Times Square, to Central Park, walking up 5th or touring Little Italy and Chinatown, New York is a mecca of cultures and experiences that every person should enjoy at least once. So why not make a vacation of it(?!?), and come see all the beauty that our great city has to offer.





# Flying In

Centrally located in Jersey City, travelers have many options of airports to fly into. If you want to get to the hotel and relax quickly, fly into Newark Liberty (EWR). Looking to see some of the action of New York before or after the conference, LaGuardia (LGA) and John F. Kennedy (JFK) are also short cab rides away, with both having train access as well.

# Weather

The best time of the year to experience New York / New Jersey is in the summer. It's one of the reasons we picked July for our conference, as there's no better season to enjoy the best of New York. It will be warm, but beautiful, and a great time to walk along the boardwalk or take a stroll in Central Park.