



# Build on Your Success April 5-6 in Orlando

Are you ready for a look into the near future? If so, I encourage you to attend the first Business Technology Association (BTA) event of the year, the 2024 BTA National Conference. Hosted by BTA Southeast, the conference will be held April 5-6 at Disney's Grand Floridian Resort & Spa in Orlando, Florida. It will feature two keynote addresses, two additional educational sessions, four breakout sessions, plenty of time to network with your peers and more than 35 exhibiting sponsors, and a cocktail reception. The educational sessions will give you insight into trends like artificial intelligence (AI) and cybersecurity, as well as share sales strategies, show how you and your team members can achieve greater levels of success, and more.



The first day of the national conference will begin at 7:45 a.m. on Friday, April 5, with breakfast, followed by opening comments and the first keynote address, "What Makes the Great Ones Great," presented by Don Yaeger, an award-winning leadership speaker, executive coach, sports writer and New York Times bestselling author. Using rich personal accounts gathered from more than 25 years of interviews with many of today's sports legends and business leaders, Yaeger will share some of his "Sixteen Consistent Characteristics of Greatness."

After the first keynote, attendees will have time to visit with the exhibiting sponsors to learn more about their products and services. Breakout sessions will follow, where attendees can choose between three offerings: "How to Present QBRs," with Gary Lavin and Mike Kirkpatrick of CEO Juice; "Elevating Your 21st-Century Prospecting Sales Strategy," with Kate Kingston of Kingston Training Group; and "Responsible Use of Artificial

Intelligence & Its Impact on Cybersecurity," with Jay Ryerse of ConnectWise. Lunch will follow the breakouts.

After lunch, the second keynote, "Understanding Why & How Online Attackers Target You," will be presented by Brett Johnson, "The Original Internet Godfather" and former U.S. Cyber Crimes Most Wanted. Johnson will discuss the mindset of online attacks, dive into how attackers find their targets and what trends to look for coming your way. Additional exhibit time will follow Johnson's keynote.

At 3:15 p.m., Tracy L.M. Norton of Louisiana State University (LSU) Law will present the first educational session, "The Ethics & Productivity Implications of Generative AI." After her session, you will have more time to visit with the exhibitors, followed by a cocktail reception from 5:30 to 7 p.m.

The second day of the conference will begin at 7:30 a.m. on Saturday, April 6, with breakfast, followed by opening comments and the final educational session, "Thanks for the Memories," presented by BTA General Counsel Bob Goldberg. A break to visit with peers and exhibiting sponsors will follow. Breakout sessions will wrap up the educational portion of the event from 10:30 to 11:15 a.m. The second set of breakouts will include Kingston and Ryerse's sessions from the first day, as well as "ChatGPT Trained on CEO Juice Data," presented by Lavin and Kirkpatrick. Closing comments and prize drawings will wrap up the conference from 11:15 to 11:45 a.m.

If you're looking at the future of your business and want to get new ideas and strategies for success, join us in Orlando in April. BTA members receive two-for-one registration for only \$199. For more information, see the ad on pages two and three or visit [www.bta.org/BTAOrlando](http://www.bta.org/BTAOrlando). ■

— Don Risser

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