

2024 BTA National Conference Schedule

Friday, April 5

7:45 to 8:45 a.m.
Breakfast With IBPI

9 to 9:10 a.m.
Opening Comments

9:10 to 9:15 a.m.
Don Yaeger Keynote Sponsor Presentation: Sharp

9:15 to 10:15 a.m.
Keynote Address: "What Makes the Great Ones Great," Don Yaeger, award-winning leadership speaker, executive coach & New York Times bestselling author

10:15 to 11:15 a.m.
Exhibits Open

11:15 a.m. to Noon

Breakout Sessions:

- Exhibits Open
- "How to Present QBRs," Gary Lavin & Mike Kirkpatrick, CEO Juice
- "Elevating Your 21st-Century Prospecting Sales Strategy," Kate Kingston, Kingston Training Group
- "Responsible Use of Artificial Intelligence & Its Impact on Cybersecurity," Jay Ryerse, ConnectWise

Noon to 12:05 p.m.
Lunch Sponsor Presentation: Technology Assurance Group (TAG)

12:05 to 1:30 p.m.
Lunch

1:30 to 1:35 p.m.
Brett Johnson Keynote Sponsor Presentation: Zultys

1:35 to 2:35 p.m.
Keynote Address: "Understanding Why & How Online Attackers Target You," Brett Johnson, "The Original Internet Godfather," former U.S. Cyber Crimes Most Wanted & chief criminal officer at-large

2:35 to 3:15 p.m.
Exhibits Open

3:15 to 4:15 p.m.
Educational Session: "The Ethics & Productivity Implications of Generative AI," Tracy L.M. Norton, Louisiana State University (LSU) Law

4:15 to 4:20 p.m.
Reception Sponsor Presentation: Xerox

4:20 to 5:30 p.m.
Exhibits Open

5:30 to 7 p.m.
Cocktail Reception

Saturday, April 6

7:30 to 8:30 a.m.
Breakfast

8:30 to 8:35 a.m.
Opening Comments

8:35 to 8:40 a.m.
Breakfast Sponsor Presentation: FP

8:40 to 9:40 a.m.
Educational Session: "Thanks for the Memories," Bob Goldberg, Business Technology Association

9:40 to 9:45 a.m.
Breaks Sponsor Presentation: Image Star

9:45 to 10:30 a.m.
Exhibits Open

10:30 to 11:15 a.m.
Breakout Sessions:

- Exhibits Open
- "ChatGPT Trained on CEO Juice Data," Gary Lavin & Mike Kirkpatrick, CEO Juice
- "Elevating Your 21st-Century Prospecting Sales Strategy," Kate Kingston, Kingston Training Group
- "Responsible Use of Artificial Intelligence & Its Impact on Cybersecurity," Jay Ryerse, ConnectWise

11:15 to 11:45 a.m.
Closing Comments & Prize Drawings