

- **Registration and Breakfast**
9:00 am - 9:35 am
- **Introduction and Welcome**
9:35 am - 9:40 am Eric Ledoux - TD SYNEX
- **Microsoft Keynote - Microsoft Canada SMB Strategy**
9:40 am - 10:10 am Kree Govender - Microsoft Canada SMB Sales Leader
- **Why Microsoft Security**
10:10 am - 10:40 am Richie Rai - National Security Sales and Channel Lead at Microsoft
- **Break**
10:40 am - 10:50 am
- **Microsoft Security SMB Prioritized Sales Scenarios**
10:50 am - 11:20 am Richie Rai - National Security Sales and Channel Lead at Microsoft
- **Data Security**
11:20 am - 11:50 am Richie Rai - National Security Sales and Channel Lead at Microsoft
- **Copilot for Security**
11:50 am - 12:05 pm Richie Rai - National Security Sales and Channel Lead at Microsoft
- **Lunch Break**
12:05 pm - 12:45 pm
- **Cloud Security**
12:45 pm - 1:15 pm Richie Rai - National Security Sales and Channel Lead at Microsoft
- **Threat Protection**
1:15 pm - 1:45 pm Richie Rai - National Security Sales and Channel Lead at Microsoft
- **Unlocking Growth: Interactive Session on Renewal and Upsell Strategies**
1:45 pm - 2:30 pm Nanit Doda - TD SYNEX & Morgan Briault - TD SYNEX
- **Break**
2:30 pm - 2:40 pm
- **Microsoft Promotions**
2:40 pm - 3:00 pm Nanit Doda - TD SYNEX
- **TD SYNEX Go-to-Market Programs**
3:00 pm - 3:20 pm Morgan Briault - TD SYNEX
- **Closing and Next Steps**
3:20 pm - 3:30 pm Nanit Doda - TD SYNEX & Morgan Briault - TD SYNEX