
MORNING SESSION

Microsoft Copilot

Grow Your AI Practice with Microsoft Copilot

01

Opening & the Market Opportunity

Understand where the AI opportunity is growing and how partners can capitalize on it.

02

Microsoft's Updated AI Solution Story

Explore how Microsoft is bringing its AI portfolio together and what it means for your customers.

03

Copilot Product Deep Dive

Build a stronger understanding of Copilot capabilities and customer scenarios.

04

Turning Interest into a Repeatable Selling Motion

Move from individual conversations to a scalable approach for identifying and progressing opportunities.

05

Profitability & Services Upside

Discover opportunities to build additional value and services around Copilot.

06

Why Microsoft | Compete & Objection Handling

Strengthen your positioning and prepare for the questions and objections you're hearing from customers.

07

Win Formula & Programs

Learn about the programs, resources, and support available to help you accelerate your Copilot business.

AFTERNOON SESSION

Microsoft Azure

The Next Wave of Azure Starts Here

01

Identify Opportunities

Identify high-value Azure, AI, and Data insights within your existing customer base.

02

Position the Right Solutions

Azure Migration, Azure Virtual Desktop, Microsoft Fabric, Azure SQL, Azure AI Foundry.

03

Connect Sales + Technical

Align sales and technical conversations with practical licensing and positioning guidance.

04

Accelerate Opportunities

Leverage incentives, funding, co-sell opportunities, and GTM support.

05

Strengthen Customer Conversations

Build stronger conversations around the next generation of Microsoft Cloud and AI solutions.