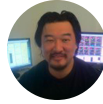


Join Vonage at the 2019 Channel Partners Conference & Expo



By JEA YU - Contributor

Taking place from April 9-12, 2019 at Mandalay Bay in Las Vegas, the Channel Partners Conference & Expo is the world's largest event of its kind. Over 100 industry-leading speakers will provide insights and intelligence to over 6,200 attendees. Last year, Vonage took home the Best in Show award — and they're back to maintain the title this year with world-class sessions and a cutting-edge business showcase.



This year's Channel Partners Conference & Expo will provide insights from industry leaders and opportunities for networking.

Here's a behind-the-scenes look at the Channel Partners Conference in 2018.



Channel Partners Conference 2018

Drawing channel partners from around the world, the conference offers a number of opportunities for attendees to network with Vonage leaders and partners from other companies. This year's exhibit hall, for example, will showcase over 275 exhibitors from a range of industries, enabling channel partners to engage directly with suppliers and network with peers.

The four-day event promises to be an exciting and enlightening experience for attendees and exhibitors alike in the ultimate quest to drive growth for their top and bottom lines.

Can't-Miss Events

Throughout the conference, speakers will present on a range of topics, including technology trends, sales and marketing strategies, disruption and transformation, new IT, cybersecurity, the customer experience, and talent management. While attendees can choose from many different channel partners sessions depending on their interests, here are a few events you'll want to watch out for this year.

Business Success Symposium

Those focused on strategy and innovation should consider participating in the day-long Business Success Symposium on April 9. This preconference event offers three tracks tailored to executives, sales and marketing leads, and technology leads. Attendees can mix and match sessions, with opportunities to learn about recession-proofing your business, aligning your sales and marketing teams, training IT staff, and more. Even better, the symposium will finish with a robust networking reception.

Specialists will be at the ready to meet and greet with new and existing valued channel partners, explaining the benefits of having a flexible and scalable unified communications-as-a-service (UCaaS) platform.

Marketing and Technology Conference Track

The Marketing and Technology Conference Track on April 10 is the perfect set of sessions for channel partners who regularly engage with clients and end users. Attendees will learn about highly relevant customer-centric topics in popular sessions, such as Reaching the Hidden IT Buyer, 5 Ways to Capture Customers' Attention, and Cracking the Customer Loyalty Code. Led by top CEOs, channel partners, and founders of leading companies in the industry, these sessions will prime attendees on building customer loyalty.

Channel Chief Roundtable

As part of the Marketing and Technology Conference Track, attendees can join other professionals for an engaging roundtable. Mario DeRiggi, senior vice president of channel sales and business development at Vonage Business, will be a key panelist for the Channel Chief Roundtable. DeRiggi and two other technology channel partners will offer expert insights on the industry, as well as analysis of the field from their own seasoned perspectives.

Talkin' Cloud 100 Awards

The 2019 Talkin' Cloud 100 award winners will be honored on the keynote stage Thursday, April 11. Recognizing continued success and innovation in the CSP space, the awards will be presented during the Talkin' Cloud 'Til You're Walkin' Cloud session, open to all conference attendees. Vonage Channel VP Jim Regan will accept the award for Vonage and participate in a discussion designed to inspire creativity and innovation for the future in the channel.



Communications Transformation as a Competitive Advantage

With rapid changes in mobile technologies, implementing these communications initiatives can mean gaining a leg up on the competition. Learn more.

Meet and Greet Opportunities

In addition to attending in-depth sessions, channel partners and conference attendees can take advantage of opportunities to connect with other professionals — whether in the Expo Hall or at a networking event.

Visit the Vonage Business Booth

Vonage Business will be showcasing its portfolio of leading-edge business communication solutions at Booth 931 in the Expo Hall. Specialists will be at the ready to meet and greet with new and existing valued channel partners, explaining the benefits of having a flexible and scalable unified communications-as-a-service (UCaaS) platform or integrating customizable APIs into a business's existing system. Conference attendees can visit the booth for a firsthand look at communications solutions that provide collaborative, integrable support for businesses in countless industries and to experience hands-on demos of the latest innovative solutions from Vonage, including CX Cloud Express and Number Programmability.

Network

According to its organizers, networking is the number one reason channel partners attend the conference. For that reason, the conference has lined up a variety of networking events, from the Excellence in Digital Services and Channel Influencer Networking Awards Reception recognizing seasoned channel influencers to the Millennial Meetup catering to the next generation of channel professionals. The Alliance of Channel Women Networking Reception is exclusively for Alliance members, while the Opening Reception & Pub Crawl is open to all attendees. Each of these events is a lively and entertaining opportunity to mingle with colleagues, peers, and even competitors.

Take It All In

Registration for the conference is easy and fixed pricing dates are limited, so plan your visit early. To get properly acclimated to the ebb and flow of the event, be sure to attend the opening reception on April 9, where you'll catch a glimpse of the networking opportunities available at this world-class conference. Then, get ready for stimulating days filled with top takeaways and expertise — and maybe enjoy a night out on the Vegas strip when you're finished.