

Content Preview

November 10-12

Hyatt Regency Orlando | Orlando, FL

Agenda Overview

Monday Day 1

12:00PM
–
6:00PM
Reg

1:00PM – 3:00PM
Breakouts & Expo

3:00PM – 4:30PM
Opening Main Stage

4:30PM – 6:00PM
Breakouts & Expo

6:00PM – 8:00PM
Welcome Event

Tuesday Day 2

7:00AM –
6:00PM
Reg

8:00AM-9:45AM
Main Stage

9:45AM – 5:45PM
Breakouts & Expo

7:00PM – 9:00PM
Evening Event

Wednesday Day 3

7:00AM
–
10:00AM
Reg

7:00AM – 8:30AM
Women in Tech
Invite only

8:30AM – 12:00PM
Breakouts & Expo

12:15PM – 1:00PM
Closing Main Stage

Main Stage Overview

Monday, November 10

High Performance in North America: Growth Powered by Innovation

Speakers: Derk Bleeker & Mark Hickman

Discover how Sage and partners are scaling faster together and leading with confidence. From AI-powered tools like Sage Copilot to innovate and simplify compliance, you'll see how Sage is redefining finance and creating new growth opportunities.

Tuesday, November 11

Partner Growth Engine - Products, Innovation and Capabilities that Deliver

Speakers: Aaron Harris, Dan Miller, Rob Sinfield, Julie Adams

Hear from leaders and product experts on innovation in action and explore the future of AI-driven partner performance.

Wednesday, November 12

Execution at Speed: Enablement That Powers Partner Success

Speaker: Nancy Sperry

Learn how Sage is equipping partners with the roadmap, enablement and support to move faster and grow their business.

Session Tracks

Our four dedicated tracks — **Sales, Marketing, In-Life & Retention, and SIAP** — will equip you with the insights, tools, and strategies to win more, strengthen customer relationships, and drive long-term growth.

Sales Track

Win More with Sage

This track is built for partners focused on **New Customer Acquisition (NCA)** and looking to win more by leading with Sage's most powerful innovations. Explore how advancements across Sage—including **CoPilot, MineralTree, eProcurement, and Sage Expense Management**—enable you to solve high-impact customer challenges and position Sage as the clear choice in competitive deals.

Sessions will help you:

- **Translate product innovation into customer outcomes**—from automation and visibility to scalability and control
- **Build vertical-specific narratives** that resonate with CFOs, Controllers, and Ops leaders
- **Leverage AI-powered features** to differentiate and drive urgency in the buying process
- **Accelerate deal cycles** with tools like Digital Sales Rooms and negotiation best practices
- **Sharpen your competitive edge** with insights and positioning strategies that win against legacy and cloud-first competitors
- Whether you're targeting switchers, growth-stage businesses, or industry-specific use cases, this track will equip you to lead with innovation, close faster, and grow your NCA pipeline with confidence.

Session Tracks

Marketing Track

Build Demand and Drive Growth

This track equips partners with the latest FY26 marketing strategies, tools, and campaign insights to generate more opportunities and accelerate pipeline.

You'll hear updates on Sage's evolving partner programs, MDF planning, and micro-vertical strategy, plus learn how peers are using AI and data-driven approaches to optimize execution and uncover new opportunities.

Sessions will showcase top-performing campaigns, explore practical AI applications, and provide hands-on guidance to customize Sage campaigns and build effective migration and nurture strategies.

You'll also get a first look at new initiatives like Sage's partnership with Major League Baseball – a unique opportunity to amplify visibility and engage clients in fresh, memorable ways.

In-Life and Retention Track

Turn Customers into Lifelong Growth Engines

Unlock strategies to maximize every customer relationship. Learn how Sage frameworks and peer best practices can help you boost retention, uncover upsell opportunities, and grow long-term customer value.

Explore how to set goals, apply 90-60-30 plans and Moneyball insights, and design operational models that scale. Partner stories will highlight proven tactics to strengthen engagement and expansion, giving you a repeatable motion for sustainable

SIAP Track

Scale Your CAS Practice and Unlock Growth

Gain insights from Sage, CPA.com, and successful SIAP partners on how to grow and differentiate your CAS offerings. Sessions will cover how to market CAS effectively, align your firm around Sage's full tech stack, and accelerate client success through TPS and data-driven onboarding.

Industry-focused discussions on nonprofits, professional services, and SaaS will provide practical playbooks to improve margins, expand advisory services, and drive new revenue growth.

THANK YOU