

# Sage FUTURE for Partners

🕒 4–7 November 2025

📍 Barcelona, Spain

## **Agenda Preview UKI, Africa, Middle East and APAC**

Agenda subject to change

# Tuesday, 4 November

## MORNING

### Travel

## FROM MIDDAY

### Arrivals & Hospitality

Step into the event atmosphere from the moment you arrive. Connect with peers, grab a coffee, and start building relationships before the sessions begin.

### Sponsor Zone Open

Discover cutting-edge solutions and meet the innovators behind them. The Sponsor Zone is your chance to explore new technologies, get inspired, and find partners who can help drive your business forward.

## AFTERNOON

### Strategic Keynotes

Discover how Sage is empowering partners to scale faster and lead with confidence. From AI-powered tools like Sage Copilot to localized innovation and simplified compliance, you'll see how Sage is redefining finance and creating new growth opportunities. Hear from leaders and product experts on innovation in action, explore the future of AI-driven partner performance, and celebrate the Platinum Club Winners driving success across EMEA.

## EVENING

### Product & Sponsor Zone

Get hands-on with the latest innovations and connect directly with sponsors showcasing solutions designed to transform the way you work. This is your opportunity to explore new technologies, ask questions, and discover partners who can help accelerate your success.

### Networking Immersion

Go beyond casual conversations with curated networking experiences designed to help you build meaningful connections. Whether you're looking for new partnerships, industry insights, or peer-to-peer learning, this is where relationships turn into real opportunities.

# Wednesday, 5 November

## MORNING

### Regional Kickoffs

Start the day with a powerful introduction from Pieter Bensch, Managing Director, sharing the region's vision, strategic direction, and key takeaways from Day 1 to set the tone for a year of growth.

Gain insights from UKIA sales leaders as they outline their ambitions for the year, highlight the critical role of AI in driving high performance, and share how partners and Sage can work together to deliver for customers.

Dive deeper into how we win, with an expert-led discussion on competitors, where Sage has a unique advantage, and what it means to adopt a “no-loss” mindset. Share competitive intelligence and the role of AI in differentiating our solutions.

Finally, hear directly from customers, and their partners, as they share best practices and success stories — tangible examples of growth, innovation, and industry-specific wins that you can replicate in your own business.

## AFTERNOON

### Regional Product and Sales Enablement

The afternoon focuses on 2 key growth opportunities: Sage Intacct and Sage X3.

Explore what's next for Sage Intacct across UKIA. Our Intacct leader will share insight into the continuous investment in product innovation and AI advancements that make Sage Intacct the leader in finance ai and automation. We'll outline our key target verticals, and how we are evolving our go to market strategies to accelerate growth within those verticals. Finally, onto the sales and technical enablement tools and resources designed to help increase your wins and shorten time to value for your customer.

Hear from our leaders about our bold ambitions and investments in Sage X3. With determined focus on pace, growth and industry penetration, we'll cover fast-start implementation, micro-vertical strategies and how we share learnings already in the ecosystem.

Between sessions, connect with peers and Sage leaders to turn insights into action. You'll leave with a clear view of opportunities, proven tactics, and the tools you need to accelerate growth in your market.

## EVENING

### Regional dinners

# Thursday, 6 November

## MORNING

### Regional product and sales enablement

The final morning brings a deeper dive into region-specific priorities and opportunities.

**UKI partners** will explore Sage Partner Cloud, Sage 200, and a deeper dive into Sage Intacct in the UKI

**AME partners** will see a live ForceManager demo and get updates on Sage Payroll Advanced and Sage 300 People

**APAC partners** will collaborate in an interactive breakout to share market-specific challenges and solutions.

You'll leave with actionable insights tailored to your region to drive stronger results in the year ahead.

## AFTERNOON

### Cross-regional sessions

Join a series of high-value cross-regional sessions—delivered in English with AI-powered translation—designed to equip you with practical strategies for growth and transformation. Explore dedicated sessions on Sage Intacct and Sage X3, uncovering how to build and scale partner businesses, accelerate growth through vertical specialization and faster implementations, and embrace cloud-first solutions for stronger, more sustainable performance.

You'll also gain insights into the Sage Active roadmap for accounting, payroll, and HR across Europe, discover how to leverage AI-driven marketing for maximum reach and efficiency, and learn from real-world partner success stories that turn innovation into tangible business results.

### Product Q&A: Your Questions Answered by Sage Product Leaders

These interactive Q&A sessions give partners the chance to connect directly with Sage product leaders, ask pressing questions, and get clarity on challenges and opportunities. Covering topics not fully addressed in the regional sessions, each session focuses on specific product areas: Sage X3 & Sage Intacct ; Sage Active & BMS; Human Resources and Payroll.

### Closing Keynote

## EVENING

### Celebration evening

**See you in Barcelona!**

**THANK YOU**