

## Breakout sessions schedule

Sage Sessions Online features 6 distinct learning tracks and 24 breakout sessions.

Use the links below to view the breakout sessions in each track.

[Developers](#)

[How to adapt your small business](#)

[Industry insights for medium businesses](#)

[Learning track for accountants and bookkeepers](#)

[The changing face of HR](#)

[Working in Ireland](#)

Please note breakout sessions are subject to change.

## Developers

Title	Description	Time	Speaker(s)
Sage Business Cloud Accounting – strategy and product	Understand Sage’s product strategy and why now is the time to partner with Sage. Discover the reach of Sage Business Cloud Accounting, Sage’s ambitious plans for the product, and why ecosystem partners are core to this ambition.	11:00 – 11:30	Andreas Georgiou, Product Marketing Director, Sage
Integrating with Sage Business Cloud Accounting	Understand how to integrate with Sage Business Cloud Accounting. Find out how to get started, get an API deep dive, and get guidance on how to build high quality and performant integrations.	11:30 – 12:00	Alex Fawcett, Director of Developer Engagement, Sage
Sage Business Cloud Marketplace	Sage launched a brand-new marketplace in the UK at the beginning of 2020. Understand the benefits this innovative new service offers and how ecosystem partners can leverage this technology to acquire customers and drive growth.	12:30 – 13:00	Todd Black, Director of Sage Marketplace
Beyond Sage Accounting	Customers need more than accounting solutions to build their businesses. Understand how Sage is innovating to provide customers with best-of-breed cloud Payroll and HR solutions and the opportunities this presents to our ecosystem of partners.	13:00 – 13:30	Jon Cowan, Vice President of Product, Sage  Will Hearn, Director of Product Engineering, Sage

## How to adapt your small business

Title	Description	Time	Speaker(s)
How to adapt to a new digital way of working in these unprecedented times	Discover how we can help adapt and support you and your people in these unprecedented times. With remote working becoming paramount for businesses, find out how you can adapt and digitise your business now and in the future. Get top tips on how you can stay connected to your business even when working from home. Plus, learn how to easily automate processes and admin while keeping your workforce engaged.	11:00 – 11:30	Karen Ainley, Vice President of Product, Sage Business Cloud
Work-life redefined: How to support your employees in this new world of work	The world of work has transformed as we know it, and so has the way we support our employees. Before Coronavirus, businesses focused on things like hiring, engaging, and promoting talent. Now, key priorities are around providing a safe and healthy workplace. In this session, we'll explore ways to help you keep your employees safe, engaged, and motivated as we learn to work in different ways.	11:30 – 12:00	Jon Cowan, Vice President of Product, Sage Anna Jagric, Director of Operations, BetterSpace Kaspars Upmanis, Vice President of Category, Sage
Improved cash flow and business insight to help you thrive	One of the number one challenges small businesses face is how to easily get great business insights and manage cash flow. This is particularly important now as businesses adapt to their new normal. Whether it's collection of incoming funds, managing outgoing costs, unlocking cash when it's needed most, or removing those awkward payment conversations, we'll tell you how you can get better insight, automate the awkward, and enhance cash flow.	12:30 – 13:00	Andreas Georgiou, Product Marketing Director, Sage Philip King, Small Business Commissioner Sinead McHale, CEO, Satago
A glimpse into the future for small businesses	Find out the direction of travel for small businesses. What new technology is on the horizon and how can you use this in your business to help you grow? How will AI affect how you do business and what cutting edge technology can you expect will shake things up? The current global crisis has forced businesses to think digital. Hear what trends this could change looking forward 3-5 years.	13:00 – 13:30	Sue Daley, Associate Director of Technology & Innovation, tech UK Nicole Hardin, Director of Product Management, Sage Alice Mansergh, Director of Google Customer Solutions, UK & Ireland

## Industry insights for medium businesses

Title	Description	Time	Speaker(s)
Adapt, revive, and thrive: How manufacturers can remain resilient in turbulent times	Manufacturers are looking for ways in which they can drive efficiencies, introduce new products and services for bigger, more sustainable revenues, and ultimately offer a more personalised customer experience that stands out from the competition. Market changes were previously driven on three frontiers: technology, the green agenda (circular economy and servitisation), and legislation. But these are turbulent times. Organisations need to be more resilient and adapt to reinvent their business models to prepare them to thrive.	11:00 – 11:30	Sam Morrison, Product Marketing Manager, Sage
Backing Britain: A panel discussion around British manufacturing	As we move into the next chapter of the COVID-19 crisis, we explore whether the pandemic will give rise to a wave of support for British manufacturing in a bid to get moving again and support the country's recovery. This session looks at what this might mean for Britain's manufacturers and the role technology can play in ensuring readiness for whatever lies ahead.	11:30 – 12:00	Barry Leahey, Managing Director, Playdale Playgrounds Nick Peters, Executive Editor, Zenoot TV Sam Morrison, Product Marketing Manager, Sage Steve Tattum, Product Manager, Sage X3
Medium services: Best practices for service organisations in today's environment	This session will address the various best practices service organisations can use to financially manage their projects during uncertain times. Topics include monitoring project financial health, project financial management, and strategies for accelerated recovery relating to the COVID-19 economic challenges. These best practices are not only useful today but designed to keep your business positioned for successful long-term operations.	12:30 – 13:00	Brian Siefkes, Director of Industry Marketing for Professional Services, Sage
Medium services accelerate through the curve: Three key strategies for growth in a downturn	The best companies know that the right place to pass competitors is in the sharp curve of a crisis or shock; while followers only react once they are on the straightaway in the midst of recovery. Join us as we share three key strategies successful companies implement that laggards fail to do.	13:00 – 13:30	David Appel, Head of Subscription & SaaS Vertical, Sage Intacct

## Learning track for accountants and bookkeepers

Title	Description	Time	Speaker(s)
Automate your practice with Sage to become 90% more efficient	In the current climate, as you and your clients adapt to the new virtual ways of working, wave goodbye to the burden of your daily admin so you can focus on the value-add. Discover how Sage can help you become up to 90% more efficient with cloud automation. See how you can automate manual data entry with AutoEntry, remove repetitiveness, increase accuracy all the way to the final submission of tax returns, and final accounts with seamless integration.	11:00 – 11:30	Gray Bolam, Field Sales Account Manager, Sage Rory McMahon, Account Executive, AutoEntry, Sage
Advisory service: The secret to unlocking better client cash flow and profitability	Smart agnostic and easy-to-use technology beat at the heart of a successful practice. Being proactive with client advisory with automated, scalable reporting is now the differentiator when positioning your services. Whether it's getting paid faster, unlocking cash to grow, or predicting what the future may hold, we possibly have the only app stack you'll ever need! Join us and learn from the experts on how working with Sage and our app partners Satago and Castaway Forecasting can give your practice the competitive edge.	11:30 – 12:00	Chris Downing, Director Product Marketing, Accountants, Sage Michael Ford, CEO, Castaway Forecasting Sinead McHale, CEO, Satago
Optimising payroll efficiencies to better serve clients in your virtual office	The introduction of CJRS and lockdown restrictions have introduced major challenges for payroll bureau teams navigating new legislation and adapting to new processes and changes being introduced in July. Learn how to optimise efficiency and streamline processes from capture to submissions to payments using Sage Payroll and online technology.	12:30 – 13:00	David Wandless, Account Enablement Specialist, Sage
Discover efficiencies with Sage Business Cloud Accounting through real-time collaboration	Understand how to maximise bookkeeping efficiencies through Sage Business Cloud Accounting. During the current global pandemic, more and more businesses are working remotely, and you need to be able to collaborate in real time to manage client finances. Manage all your Sage Business Cloud clients in one place.	13:00 – 13:30	Sam Mitcham, Proprietor, SJCM Accountancy David Scott, Product Marketing Manager, Accountants, Sage

## The changing face of HR

Title	Description	Time	Speaker(s)
The emerging People strategy due to COVID-19 and what it means for HR and business owners	Understand how organisations are adapting in this new world, from moving employees to remote working, to interpreting government support schemes. For HR leaders and business owners, there has never been a more critical time to engage their workforce as they continue to shift away from HCM and processes and move towards more people-focused ways of working. Today's new challenges have made this shift more important than ever. Find out how HR leaders are adapting in this new world.	11:00 – 11:30	Sarah Hulsey, Head of Customer Success, Sage People
HR in the moment: agile, responsive, and resilient Part 1	HR and People teams have been busier than ever working out what the impact of the global pandemic means for their people. Many organisations have shifted the way they work practically overnight. Now, HR and People teams are trying to work out what's next. How can HR and People teams easily pivot their strategy, be increasingly responsive, and resilient? It lies with HR agility.  By the end of the session, attendees will understand what it really means for organisations to be agile and, in turn, more responsive and resilient to change.	11:30 – 12:00	Paul Burrin, Vice President, Sage People
HR in the moment: agile, responsive, and resilient Part 2	Hear real life examples of what organisations are doing to become more agile, flexible, and resilient. By the end of this panel discussion, attendees will have a clear idea about what HR agility means in practice for organisations, and how they can apply these ways of working in business planning and resilience today.	12:30 – 13:00	Paul Burrin, Vice President, Sage People  Debbie Potter, Global People Business Partner, Sage  Helen Armstrong, Managing CEO and Founder, Silver Cloud HR
Smarter HR – cloud technology from Sage	Sage offers cloud HR solutions for medium-sized businesses, whether you operate in one country or multiple. Sage People and CakeHR by Sage allow organisations to engage their employees, improve HR productivity, and deliver amazing workforce experiences from any device, anywhere in the world.	13:00 – 13:30	Daniel Paylor, Head of Field Marketing, Sage

## Working in Ireland

Title	Description	Time	Speaker(s)
Managing cash flow in a crisis	COVID-19 has had drastic effects on Irish businesses and the economy, but where can businesses go from here and how can they best optimise their cash management to put them in the best position for a fast start after the pandemic? Learn more in this session.	11:00 – 11:30	Chris Downing, Director Product Marketing, Accountants, Sage Michael Ford, CEO, Castaway Forecasting Sinead Mc Hale, CEO, Satago
Introducing new ways to work smarter within our businesses and practices	COVID-19 has forced us all to suddenly change the way we work, but how can we make long-term, sustainable changes which can reduce the amount of time spent on admin, improve the way we work across our business and with our customers, and free up time for us to focus on the things that really matter? Sage Product Specialists will walk you through how you can optimise efficiency and streamline processes from invoice to VAT return.	11:30 – 12:00	Eddie McLoughlin, Customer Success Consultant, Sage Anthony Mulligan, Business Development Manager, AutoEntry, Sage
COVID-19 support payments and the Temporary Wage Subside Scheme: what's next?	As we move into new phases of the COVID-19 support payments and the Temporary Wage Subsidy Scheme, we'll examine how the scheme worked for employers so far and what we can expect next in terms of COVID-19 support payments.	12:30 – 13:00	From Revenue: Karen Byrne, Assistant Principal Officer, Personal Division, TWSS Change Management Gearóid Murphy Principal Officer, Personal Division, implementation of the Temporary Wage Subsidy Scheme.
Managing change and leading through adversity	Performance coach and motivational speaker Enda McNulty has played for the Armagh Football team since 1996. Enda takes his experience from his sporting career and delivers many presentations and workshops linking the similarities it takes to be successful in sport, business, and life.	13:00 – 13:30	Enda McNulty, CEO and Founder, McNulty