

MSP DAY Symposium

The educational event specifically
required by IT service providers

BUSINESS TRAINING
TO ACCELERATE A COMPANY'S GROWTH
DEDICATED TO MANAGED SERVICE PROVIDERS

by **ACHAB**
Distribuiamo software e serenità

The logo for MSP DAY Symposium features a stylized circular icon on the left, composed of concentric blue and yellow rings with a central yellow dot. To the right of the icon, the text 'MSP DAY' is written in a large, bold, sans-serif font, with 'MSP' in dark blue and 'DAY' in yellow. Below this, the word 'Symposium' is written in a smaller, dark blue, sans-serif font.

MSP DAY
Symposium

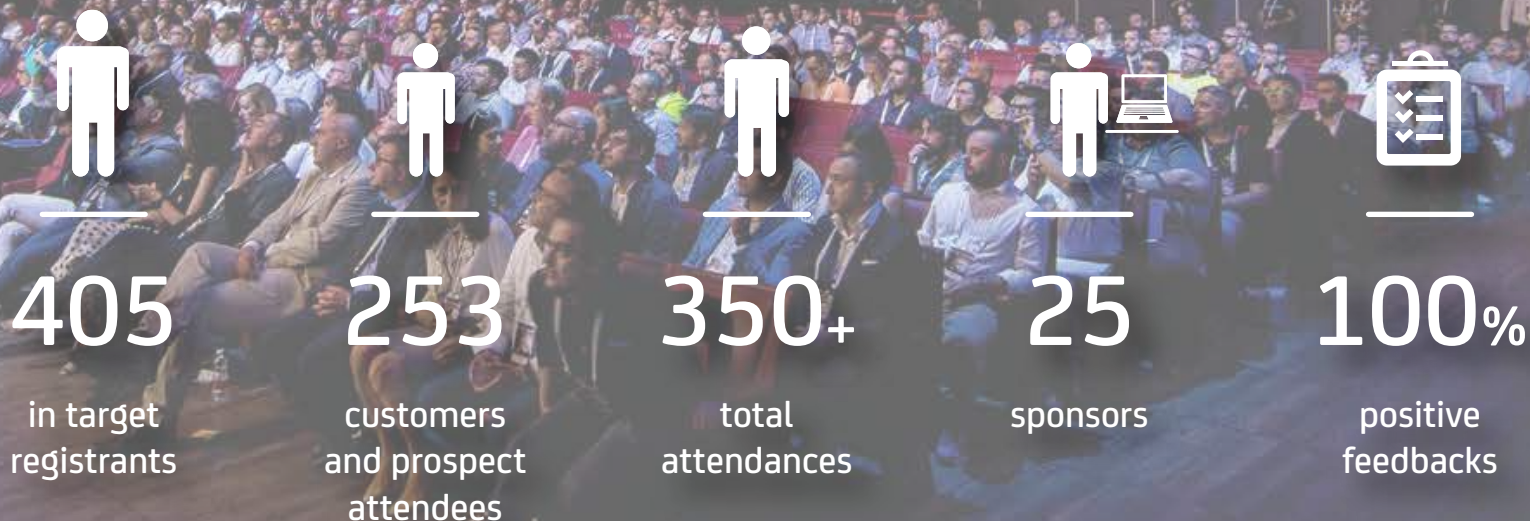
WHAT IS MSP DAY SYMPOSIUM

_MSP Day Symposium is a whole day made of educational contents designed for Managed Service Providers

_It's the concrete answer to the MSPs' needs of empowering their business through practical training and experts' advice

_The event is designed and organized by Achab, that has been promoting MSP model over break-fix for years

MSP Day Symposium takes origin from **MSP Day**, an event that is the landmark in Italy for Managed Service Providers. MSP Day's goal is to discuss the hottest topics about IT managed services and allow participants to discover and try the best technologies to do their job. Here's some figures about the previous edition

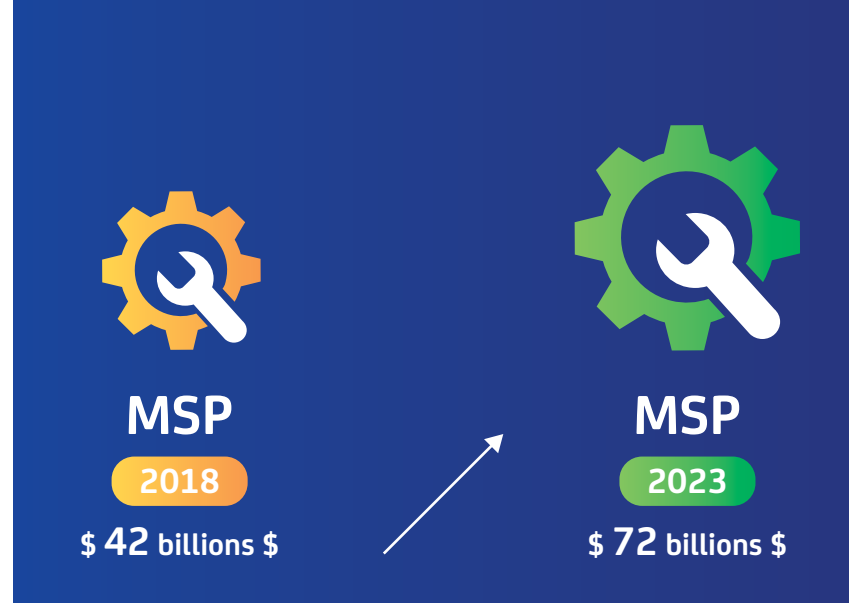


WHY MSP DAY SYMPOSIUM?

_Managed services market is growing fast

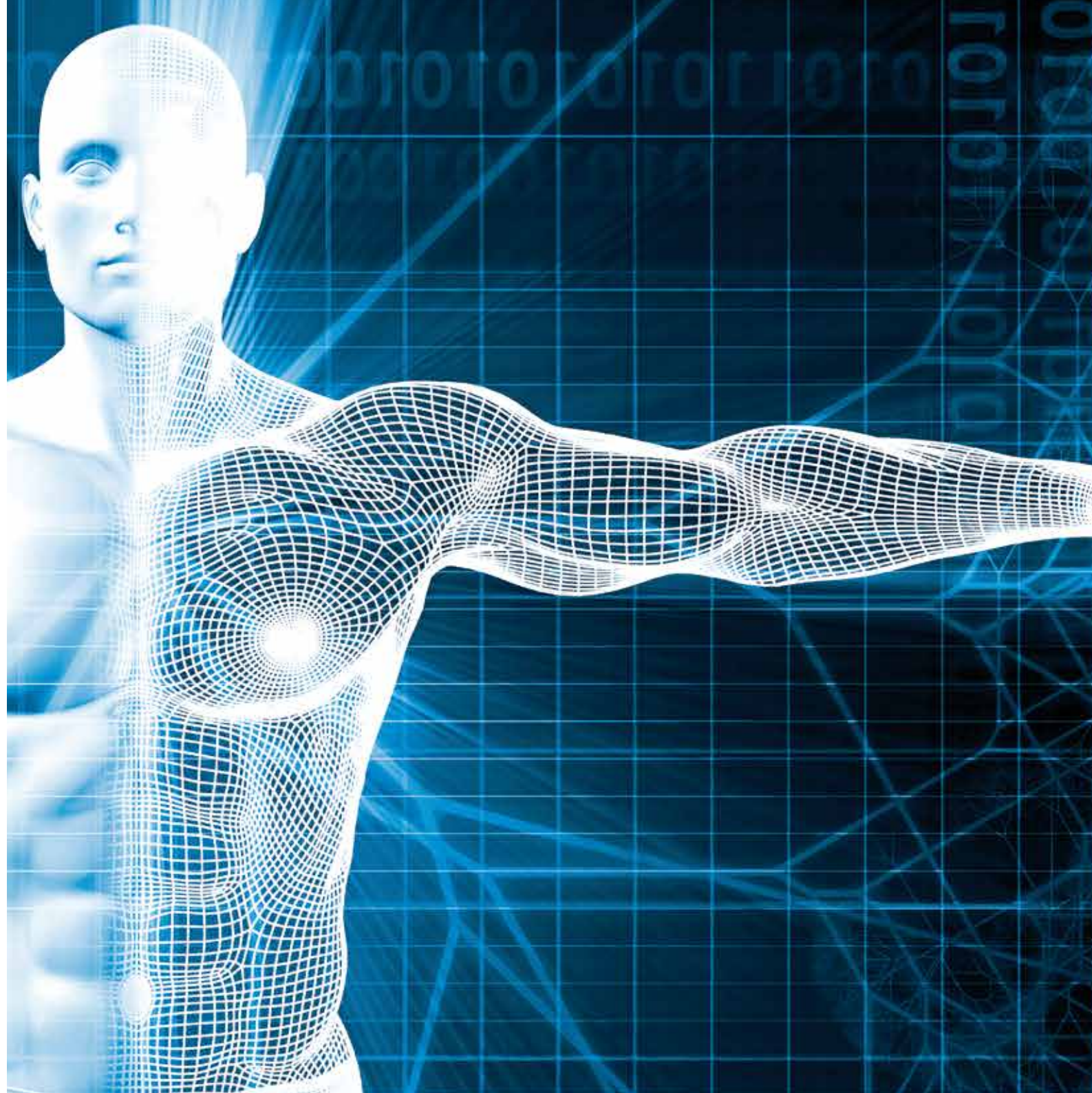
_Technologies and IT tools are not the only elements the MSPs need to accelerate their business, they also need to grow as companies to provide good services to their customers and get profits

_MSPs need to understand their costs and know which elements to leverage to increase their margins and provide the right services, pricing them correctly



CHANGE IS NECESSARY

Italy desperately needs a good IT and only by educating and training Italian companies' IT managers we can hope for a change



WHERE AND WHEN

MSP Day Symposium
will take place:

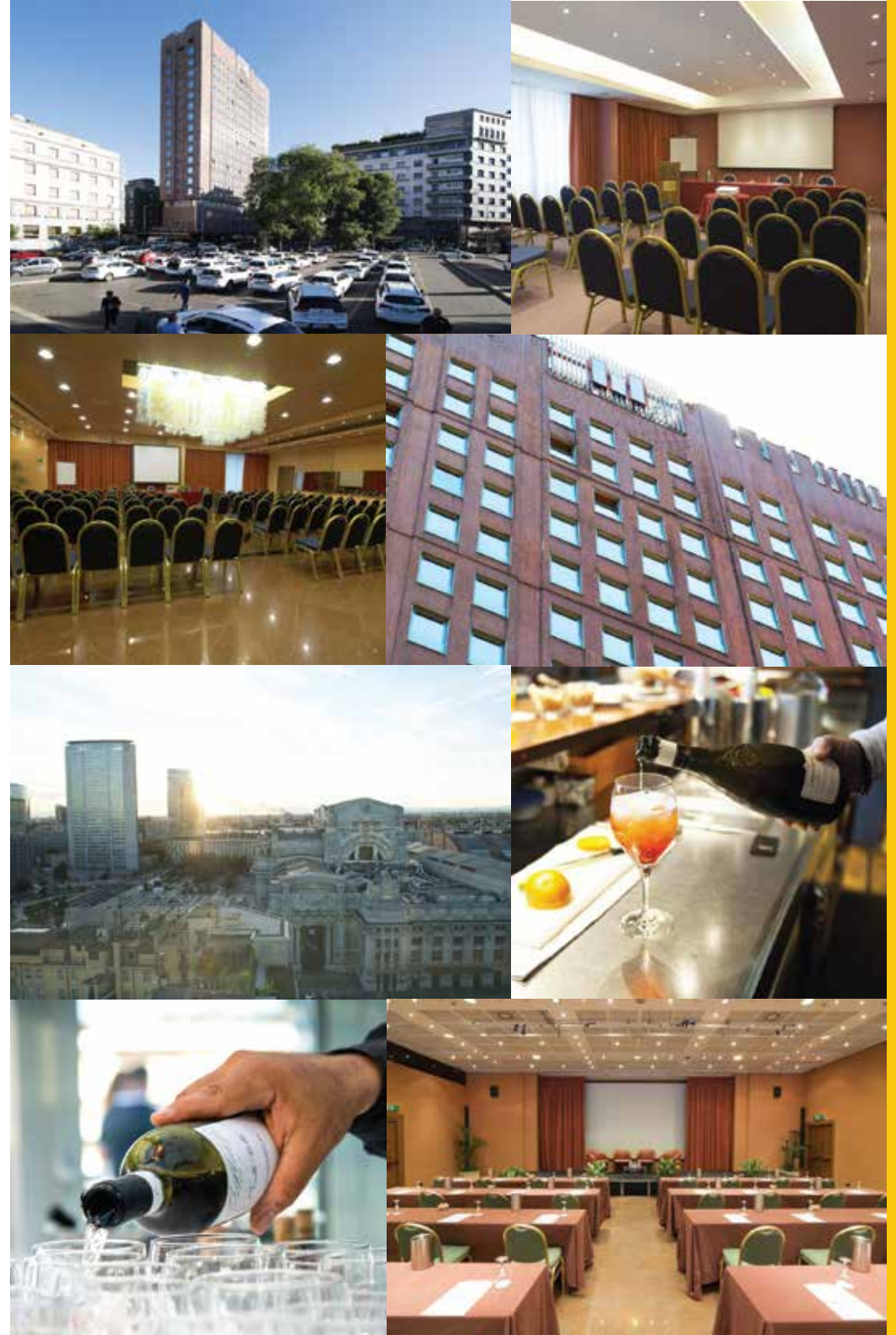
Friday, 7th February 2020

at:




Hotel Michelangelo

Piazza Luigi di Savoia 6
20124 Milano

Near Milan Central Station
and well connected with public transportation



AGENDA

8:30 AM	Welcome coffee and check-in	2:30 PM	MSP accelerator program: defining the services <i>Len DiCostanzo, CEO & Founder at MSP Toolkit</i>	 with translation from English to Italian
9:00 AM	Welcome Speech and vendor quickfires			
9:15 AM	What's profit and where does it come from? <i>Aldo Pomponi, Business Innovation Consultant at Aldo Pomponi Consulting</i>	3:30 PM	MSP accelerator program: pricing your services, with profits <i>Len DiCostanzo, CEO & Founder at MSP Toolkit</i>	 with translation from English to Italian
10:15 AM	Control the present <i>Aldo Pomponi, Business Innovation Consultant at Aldo Pomponi Consulting</i>	4:30 PM	Coffee Break and visit to the expo area *	
11:15 AM	Coffee Break and visit to the expo area *	5:00 PM	MSP accelerator program: pricing your service, with profits (part II) <i>Len DiCostanzo, CEO & Founder at MSP Toolkit</i>	 with translation from English to Italian
12:00 PM	How to analyze an MSP's business <i>Aldo Pomponi, Business Innovation Consultant at Aldo Pomponi Consulting</i>	6:00 PM	Conclusions	
1:00 PM	Lunch and visit to the expo area *	6:15 PM	Happy hour and visit to the expo area *	

* The catering services will take place in the exhibition area

SPEAKER

_MSP Day Symposium speakers are independent consultants and trainers with huge experience in their field

_Ing. Aldo Pomponi

Aldo is an engineer with an entrepreneur background in Software engineering and business automation processes. He's been working for several years as a coach and a consultant, helping companies growing their business. He's been a University Professor at Università di Novara since 2017.



 <https://www.linkedin.com/in/aldopomponi/>

_Len DiCostanzo

Pioneer and veteran in the MSP Market, Len worked with thousands of MSPs, teaching them how to make profit out of IT managed services. Over the years he has worked with some the most important MSP solutions vendors, like Kaseya, Autotask and Datto. In 2018 he started his own project called MSP Toolkit.



 <https://www.linkedin.com/in/lendicostanzo1/>

_Quick speech in plenary session

_Quick speech in area espositiva

_Brand visibility during the event

*Logos on the event agenda, on the welcome kit,
on lanyards, on event gadgets*

_VIP Card

*Engaging idea to invite attendees to visit stands.
A visit to single sponsors' desks will allow every attendee
to have a chance to win prizes, chosen by the sponsors themselves*

VISIBILITY OPPORTUNITY

_Mentions during Di Costanzo's and Pomponi's speeches

_Visibility in the exhibition area

_Brand visibility during pre-event communication activities

_Attendee list

5 REASONS TO SPONSOR

- 1_The audience is made of more than 100 MSPs
- 2_Companies are 100% in target
- 3_Attendees highly motivated and interested in investing to improve their expertise and business
- 4_Early Bird Program
- 5_Maximum number of exhibitors: 12



CONTACT US

For more details,
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 web: www.mspday.it/symposium-eng/



 **MSP Day Symposium** is organized by:
Achab S.p.A. - Milano
www.achab.it

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