

# AGENDA



## 1nservice Managed Services SIG

**MSP SPECIAL INTEREST GROUP (SIG)** is a high level networking, best practice sharing and education event for 1nService members.

This SIG is being created to assist mature 1nService managed services providers in increasing and growing their existing client base and service portfolio. MSP SIG is formulated to address issues unique to managed services providers in their respective practice areas with a heavy emphasis on business and market development, new customer acquisition and retention, building value in your managed services practices, packaging and developing a managed services portfolio, understanding competitive landscapes, and pricing strategies.

**FOCUS Sessions will be held at the Akamai Corporate Headquarters**

### MONDAY ~ August 2, 2010

**9:00 AM EST FOCUS Event Opening & Introductions**

**9:15 AM EST FOCUS EVENT HOST Welcome & Introductions**  
*Akamai & Panda Sponsor Representatives*

**10:00 AM EST Managed Services FOCUS Group Development**  
*Session Led by Tim Hebert, CEO of Atrion Networking & 1nService Board Chairperson*

**Guidelines**

- \* Establish SHARED VISION for MSP SIG
- \* Establish VALUES for MSP SIG
- \* Establish GROUND RULES for MSP SIG

**Leadership ~ Election of Steering Committee**

- \* Chairperson
- \* Vice Chairperson
- \* Event and Content Advisor
- \* MSP Selection Advisor

**2010/2011 Planning**

- \* Establish Agenda through 2011

**Creation of Member in Good Standing Model**

**12:00 PM EST Tour of Akamai Facility & Lunch Break**

**1:30 PM EST 1nService Managed Services Space**  

- \* Definition of space
- \* Creation of 1nService MSP Taxonomy

### Tuesday, August 3, 2010

**9:00 AM EST MSP Strategies**  

- \* Share Go-to-Market Strategies
- \* Share Business Development Strategies
- \* Share Sales Enablement Strategies
- \* Building Value in YOUR Managed Services Practice
- \* Competitive Landscape Discussion

**12:00 PM EST Lunch**

**1:30 PM EST MSP Strategies & Competitive Landscape Cont.**

**4:30 PM EST Break**

**6:30 PM EST Boston Red Sox vs Cleveland Indians at Fenway Park (7:10pm Game Time)**  
Evening Event hosted by AKAMAI in their Fenway Box