

PROGRAMME

1
day

AMERICAN HALL
BUSINESS STRATEGY

EUROPEAN HALL
SALES & MARKETING

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09:00 Registration | |
| 09:45 Introduction from the organizers | |
| 10:00 | |
| Yegor Bugayenko CTO @ Teamed.io, VC @ SeedRamp.com Software Outsourcing, 10 Years Ahead Prediction | Vadim Rozov CEO @ UABridge consulting Sales culture or how to sell to end customers without the agencies and stock exchanges |
| 10:45 | |
| Alexander Orlov Managing partner @ Stratoplan The selection rules: how to select / to grow a good project manager and team | Vadim Nareyko COO @ Skywind Tech BY What the client needs or how to sell during the PM? Required management skills |
| 11:30 | |
| Natalia Corobco Country BD Manager Belarus @ Google The Challenge is Digital | Victoria Puzhevich Head of Business Development @ Qulix Systems Marketing automation tools. |
| 12:15 Coffee break | |
| 12:40 | |
| Hugo Messer Remote team Expert, Co Founder @ Ekipa.co Outsourcing in the midmarket: Life outside the mega-deals | Sergey Kuzmenko Директор Web and Market @ tut.by Is social network for IT cesspool or a gold mine ?? |
| 13:25 | |
| Andrey Lankin IT Outsourcing Vendor Manager @ Wargaming Vendors' Scoring: What is your company's pole position? | Lighting Talks Brief 10 minutes speeches about sales |
| 14:10 | |
| Maxim Bolotov CEO @ INOSTUDIO The organizing of the chaos: from the idea to the client and profitable business partnership | Discussion board Best sales&marketing strategies in 2016 |
| 14:55 Lunch | |
| 15:45 | |
| Solomon Amar President@ AllStars-IT Group Off-shoring to Israel | Olena Sipos Директор @ Школа Владельцев бизнеса How to pass a midlife crisis companies |
| 16:30 | |
| Discussion board Spinoff - moving from outsourcing to product services: crucial steps | Roman Rudnik & Alexander Murauski CEO @ IconDesignLAB.com CEO @ Alconost, Inc Как привозит заказчиков с конференций: участие и спонсорство |
| 17:15 Coffee break | |
| 17:40 | |
| Dmitry Tsybmal Owner&CEO Antares Software Group Working with large customers, or how to sell yourself a big company. | Maksim Osipau Co-owner @ VironIT The way from outsourcing to products or how to get \$ 1 million for product company |
| 18:25 Closing and socializing | |
| 18:45 Afterparty | |

PROGRAMME

2
day

AMERICAN HALL
BUSINESS STRATEGY

EUROPEAN HALL
SALES & MARKETING

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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09:00 Registration | |
| 09:45 Introduction from the organizers | |
| 10:00 | |
| Sergei Atanasov CEO & Co-Founder @ Lovata The experience of the merger of two suppliers: what to do and what not to do | Nikita Abrosimov CEO @ Sonetico Building the expertise on example of Machine Learning: Educational Data Mining |
| 10:45 | |
| Valery Tsepkala Директор администрации @ Парк высоких технологий Formation and development of the IT cluster in Belarus | Oleksandr Bondar & Anastasiya Malahova Partner & Advocate @ SBH Law Office Obtaining of income by employees and owners of IT companies: opportunities, taxation and risks. |
| 11:30 | |
| Discussion board Government and business interaction. Bringing IT Belarus to new horizons | Alexander Kondratovich Director @ СТЭП Master class on negotiations in the IT |
| 12:15 Coffee break | |
| 12:40 | |
| Zhenya Rozinskiy Principal Consultant @ Mirigos, Inc. 10 mistakes in selling your services in US and beyond | Igor Ponikarchik CMO/Head of mobile unit @ OU Bamboo Group CRM - how to effectively use it in sales at the example of HubSpot |
| 13:25 | |
| Oleksiy Skrypnyk Co-founder @ ELEKS Is it possible to escape from CEO position? | Philip Davidson & Ben Hornback Co-founder/coach & Board member/coach Speech Masters Present IT right: public speaking workshop |
| 14:10 | |
| Yuri Bakay CEO @ MindCruncher LLC Exit to the next level: The opening of the company and marketing in the US | Discussion board How to plan sales in IT company |
| 14:55 Lunch | |
| 15:45 | |
| Ilya Kazimirovskiy Director of Engineering @ Work Fusion Case study: how technology defeated 19 competitors to sign a contract with the largest bank in the world | Vlad Gramovich CMO @ ITS Partner, LLC How to sell for \$ 40 |
| 16:30 | |
| Vladimir Nichiporovich Commercial Director @ Andersen As for the year to master the Western market from zero | Andrey Stepenko Process Architect @ Netcracker Production planning for problem solving |
| 17:15 Coffee break | |
| 17:40 | |
| Dov Nimratz PM @ Intellias The software development management based on risk | Alexey Grakov CEO @ Antalika Trends in outsourcing industry in Belarus |
| 18:25 Closing and socializing | |