

# ADRIATIC PARTNER FORUM III

Come with questions. Leave with ideas.

24-26 OCTOBER, RESORT PUNTA SKALA, CROATIA



## AGENDA

### DAY 1 - 24.10 - GENERAL TRACK

- 12:30 - 13:30 Registration & Welcome coffee / snacks
- 13:30 - 14:15 **Case studies and references. A success story in the banking sector, BiH, presented by the customer and the partner.**  
*Miroslaw Pawlowski, Channel Sales Account Manager, CEE, Red Hat*  
*Andrzej Kowalczyk, Senior Solutions Architect, CEE, Red Hat*  
*Filip Dalek, Channel Sales Account Manager, CEE, Red Hat*  
*Madžid Kahvedžić, COO, Verso BiH*  
*Fedja Koluder, Head of IT Demand & Build, Raiffeisen Bank BiH*
- 14:15 - 15:00 **Partner Programs Benefits Update**  
*Denis Shalupencko, EMEA Partner Team Representative, Red Hat*
- 15:00 - 15:20 Coffee break
- 15:20 - 15:50 **Marketing strategy and opportunities for Partners**  
*Patryk Leszczyński, Marketing Manager, CEE, Red Hat*
- 15:50 - 16:30 **The business potential of subscription renewals**  
*Marcin Labanowicz, Channel Account Manager, EMEA Distribution and Renewals, Red Hat,*
- 16:30 - 17:00 Break
- 17:00 - 19:00 Sport / Team building activity
- 19:00 - 20:00 Free time
- 20:00 - 22:00 Dinner

### DAY 2 - 25.10 - GENERAL TRACK

- 9:00 - 9:20 **Corporate Keynote**  
*Mustapha Hlil, Manager, Channel Sales, CEMEA, Red Hat*
- 9:20 - 9:40 **Partners and Alliances Keynote**  
*Frank Basinski, Senior Director, Channel Sales, Red Hat*
- 9:40 - 10:00 **Distributor at your service**  
*Saša Obajdin, CEO, Veracomp d.o.o.,*  
*Jana Petrović, Red Hat Product Manager, Veracomp d.o.o.*

10:00 - 10:20	<b>Adriatic Regional Keynote</b> <i>Mirosław Pawłowski, Channel Sales Account Manager, CEE, Red Hat</i>
10:20 - 10:40	Coffee break
10:40 - 12:40	<b>Business and Technical Tracks</b>
12:40 - 13:40	Lunch
13:40 - 15:40	<b>Business and Technical Tracks</b>
15:40 - 16:00	Coffee break
16:00 - 16:30	<b>Red Hat Training offering and organization</b> <i>Branislav Bukva, Business Development Manager, Global Learning Services, Red Hat</i>
16:30 - 17:00	Q & A
17:00 - 18:30	Free time
From 18:30	Dinner and party

## DAY 2 - BUSINESS TRACK

10:40 - 12:40	<b>Sales Day Management &amp; Automation and Cloud Infrastructure</b> <i>Anthony Priestman, EMEA Partner Business Development Manager Cloud, Red Hat</i>
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The Management & Automation and Cloud Infrastructure Sales Workshop has been created to grasp an understanding of the Red Hat portfolio around Ansible, CloudForms, and the entire cloud offering. During these sessions, we talk about the sales targets. We will also guide you through the buying arguments and possible objections. All the tooling a successful sales needs to close an M&A or Cloud Infrastructure deal! The following topics will be covered:

- Where it begins: Digital Transformation and the Power of Opensource
- Cloud Solutions
- Red Hat Ansible Automation for Partners
- Sales Conversation Framework
- Discussion and Review of Supporting Tools

12:40 - 13:40	Lunch
13:40 - 15:40	<b>Sales Day Management &amp; Automation and Cloud Infrastructure</b> <i>Anthony Priestman, EMEA Partner Business Development Manager Cloud, Red Hat</i>

## DAY 2 - TECHNICAL TRACK

10:40 - 11:20	<b>Application Migration and Modernization + workshop and PoC offering</b> <i>Andrzej Kowalczyk, Senior Solutions Architect, CEE, Red Hat</i>
11:20 - 12:00	<b>Cloud-native app dev + workshop and PoC offering</b> <i>Andrzej Kowalczyk, Senior Solutions Architect, CEE, Red Hat</i>
12:00 - 12:40	<b>Agile integration + workshop and PoC offering</b> <i>Andrzej Kowalczyk, Senior Solutions Architect, CEE, Red Hat</i>

- 12:40 - 13:40 Lunch
- 13:40 - 14:20 **Automation and management + workshop and PoC offering**  
*Andrzej Kowalczyk, Senior Solutions Architect, CEE, Red Hat*
- 14:20 - 15:00 **Decision Manager + workshop and PoC offering**  
*Andrzej Kowalczyk, Senior Solutions Architect, CEE, Red Hat*
- 15:00 - 15:40 **Process Manager + workshop and PoC offering**  
*Andrzej Kowalczyk, Senior Solutions Architect, CEE, Red Hat*

## **DAY 3 - 26.10**

- 7:00 - 09:00 Breakfast
- From 09:00 Get together and departure