

AUGUST 2024

MONDAY AUGUST 12, 2024

E I ZBETA 7:30 AM - 8:30 AM



Breakfast (Sponsored by ZBeta)

MONDAY AUGUST 12, 2024

8:30 AM - 9:30 AM



Shake Hands and Make Friends: A Crash Course in Networking for Young Professionals

(e) LOCATION

Ballroom

This interactive session will empower attendees to master the art of networking. Participants will learn essential skills and strategies to effectively connect, build relationships and leverage their networks for career advancement and business opportunities. The session is designed to provide practical tips, interactive exercises and actionable insights that cater to both novice and seasoned networkers.

Speakers



Susan Bierly

Owner, President, IMC Sales & Ar



Jennifer McCloskey

Owner and President, Girardi Associates

MONDAY AUGUST 12, 2024

9:30 AM - 10:00 AM



Networking Break

MONDAY AUGUST 12, 2024

10:00 AM - 11:15 AM



Making the Transition From Team Player to Team Leader

(e) LOCATION

Ballroom

AccelERISE is an event for outstanding young professionals in the security industry. Some of you, in your future paths, will make a transition from being on a team to leading a team. What is needed from you in leadership is much different from what made you an exceptional team player. We will review seven important insights that will help you make that transition successfully.

Speaker



Sandra Williams

Vice President, Operations, Boon E&M

MONDAY AUGUST 12, 2024

11:15 AM - 11:30 AM



Networking Break

MONDAY AUGUST 12, 2024
11:30 AM - 12:30 PM



Decentralized ID: Blockchain's Game Changer for Security Industry Applications

LOCATION

Ballroom

SPEAKERS



Kabir Maiga
CEO, PassPoint



Esteban Pastor
Senior Product Manager, ZKTeCo USA

Imagine a world where your digital identity is unique, uncopiable and fully under your control. That's what decentralized ID (aka self-sovereign identity) promises, and it's all thanks to blockchain technology. In this session, we'll dip our toes into the basics of blockchain, but with a twist - we're focusing on how it revolutionizes security industry applications. From keyless entry systems to safeguarding personal data, decentralized IDs offer a new take on privacy and security.



MONDAY AUGUST 12, 2024
12:30 PM - 1:30 PM



Lunch (Sponsored by Wesco)

MONDAY AUGUST 12, 2024

1:30 PM - 2:30 PM



Tips From an Impatient Sales Lady

LOCATION

Ballroom

Learn how to maximize your sales cycle through planning, presentation and predictability - three practices to help and minimize time in the sales cycle. Learn about impatience in sales and how to seize the moment with your responsiveness and urgency on potential or existing customers and build a strong foundation for a long and fruitful relationship.

SPEAKER



Angie Barnes

Executive Vice President of Sales, NAVCO

MONDAY AUGUST 12, 2024

2:30 PM - 3:00 PM



Networking Break

MONDAY AUGUST 12, 2024

3:00 PM - 4:00 PM



Selling Sustainability: A Lesson in Adaptive Leadership

LOCATION

Ballroom

When everyone at the table cares about something different, how do we get them to also care about sustainability? How can we influence buying decisions based on responsible products and energy-efficient security solutions?

SPEAKER



Amy Musanti

Director of Sustainability, ASSA ABLOY

This session will provide a state of the union for sustainability in the security industry. By understanding our key stakeholders' needs, we can utilize the foundations of adaptive leadership to frame sustainability as a strategic business enabler in our market. This session - hosted by a sustainability professional who also happens to be a university professor of organizational leadership - will explain the importance of sustainability and how to encourage deliberate decision making through research-based principles of adaptive leadership.

MONDAY AUGUST 12, 2024

4:00 PM - 4:15 PM



Announcements



MONDAY AUGUST 12, 2024

7:00 PM - 9:30 PM



Monuments by Moonlight Tour (Sponsored by ASSA ABLOY Veterans Network)



TUESDAY AUGUST 13, 2024

7:30 AM - 8:30 AM



Breakfast (Sponsored by NAVCO)

TUESDAY AUGUST 13, 2024

8:30 AM – 9:30 AM



The Influence Insider's Playbook: Mastering the Art Without Authority

LOCATION

Ballroom

Let's be real – in this fast-paced world, knowing how to influence people without needing a fancy title is a total game changer. This high-energy workshop gives you the inside scoop on mastering influence.

SPEAKERS



Colin DePree

Sales Strategy, Salto Systems



Kelly DeLeo

Director of Service and Solutions, Axis
Communications

We'll dive into why influence matters; what it really means; and the skills, habits and traits that make someone a true influence insider. Get ready to explore the subtle art of leading by influence – it's all about finesse, not force. You'll gain a fresh perspective on how influence and authority are two different beasts and why trying to flex authority can actually undermine your influence game.

TUESDAY AUGUST 13, 2024

9:30 AM – 9:45 AM



Networking Break

TUESDAY AUGUST 13, 2024

9:45 AM – 11:00 AM



Lessons in Leadership: Pivotal Points in the Career Journey

LOCATION

Ballroom

Experience an in-depth conversation with Securitas Technology President Kevin Engelhardt as he shares pivotal points in his career journey. Hear firsthand about defining moments that led Kevin from operational and finance roles into leadership and what excites him most about the security industry and why he plans to stay!

SPEAKER



Kevin Engelhardt

President, North America, Securitas
Technology

Learn what and *who* motivate his journey and key lessons he's learned along the way. Kevin will share some of his most challenging and rewarding experiences as a people leader, how he handles the pressure of running one of the largest security integration operations in the world and what he hopes to leave as his legacy.

TUESDAY AUGUST 13, 2024

11:00 AM – 11:15 AM



Networking Break

TUESDAY AUGUST 13, 2024

11:15 AM – 12:15 PM




Authenticity vs. Business Acumen

LOCATION

Ballroom

This session will discuss the debate between authenticity and business acumen in the corporate

 **SPEAKER**



Fadil Zain

Integration Sales Consultant, Allegion
Canada

world. Authenticity is about being true to oneself, while business acumen refers to navigating the complexities of the business world. Attendees will hear how authenticity and business acumen can coexist and enhance each other.

Authenticity encourages genuine connections, trust and collaboration in the workplace. It empowers individuals to express their creativity and innovation, leading to breakthrough solutions, and inspires loyalty, engagement and higher job satisfaction. However, authenticity alone is not enough. Business acumen provides the foundation for success by equipping us with the knowledge and skills to make informed decisions and drive growth and adapt to changing market dynamics. When authenticity and business acumen come together, we become knowledgeable, skilled, inspiring and reliable leaders.

TUESDAY AUGUST 13, 2024

12:15 PM - 1:15 PM



Lunch

TUESDAY AUGUST 13, 2024
1:15 PM - 2:15 PM



Diversity, Equity and Inclusion (DE&I) Panel: Fostering Inclusive Communities

SPEAKERS



Keyser Santana

Global Security Strategy and Business
Execution Leader, Pratt & Whitney



Jack Suwanlert

Head of Security Operations Center and
Crisis Management, GEICO Insurance



Alyssa Nayyar

Director, Chief of Staff, Sibylline Americas



Arian Avila

Vice President, Security Operations +
Solutions, Global Workplace Services,

This panel features industry trailblazers who have championed DE&I initiatives both within nationally known companies and in their own communities. Hear their success stories, discover new perspectives and engage in candid discussions regarding culturally critical topics. Attendees will also have the opportunity to participate in real-time Q&A, contributing their viewpoints to shape a more inclusive future.

TUESDAY AUGUST 13, 2024
2:15 PM - 2:45 PM



Networking Break

TUESDAY AUGUST 13, 2024
2:45 PM - 4:00 PM



Debate: Mobile vs. Physical

LOCATION

Ballroom

SPEAKERS



Lindsay Martin-Nez

CEO, BadgePass



Melissa Stenger

Chief Strategy Officer, Wavelynx

TUESDAY AUGUST 13, 2024
4:00 PM - 4:15 PM



Announcements



TUESDAY AUGUST 13, 2024
6:00 PM - 8:30 PM



Kickball on the National Mall (Sponsored by Salto Systems)

WEDNESDAY AUGUST 14, 2024
7:30 AM - 8:30 AM



Breakfast

WEDNESDAY AUGUST 14, 2024

8:30 AM - 9:30 AM



Artificial Intelligence Group Activity

LOCATION

Ballroom

Bring your laptop for this interactive session on AI!

WEDNESDAY AUGUST 14, 2024

9:30 AM - 9:45 AM



Networking Break

WEDNESDAY AUGUST 14, 2024

9:45 AM - 10:45 AM



Customer Experience Is King in the Security Industry

LOCATION

Ballroom

SPEAKER



Rich Sefcik

Director of Client Success, Brivo

In a world where your customers have many choices, how do you develop programs to keep those customers connected and engaged with you? Phone calls, in person, webinars – there are many different options. The challenge is to decide which one is the most important that will set you apart from the others. Customer success programs are not just for the big companies anymore: we all have to look at the customer experience at every level of your customers.

In this session, you will hear stories and learn from an experienced customer success leader, specifically about:

- The most common misconceptions of customer experience
- How to develop programs that engage your customers and decide which of those programs are the most critical and give you the biggest bang for your buck.
- How products don't create loyalty – you do!

WEDNESDAY AUGUST 14, 2024

10:45 AM - 11:00 AM



Networking Break

WEDNESDAY AUGUST 14, 2024

11:00 AM - 12:00 PM



Synergizing Product Management, Marketing and Sales: A Road Map From Concept to Customer

LOCATION

Ballroom

SPEAKERS



Jessica Chadwick

Group Product Manager, Wavelynx

Effective collaboration between product management, marketing and sales is crucial for market success. This presentation outlines a strategic roadmap from product conception to market penetration, focusing on integrating marketing and sales insights throughout the product life cycle. Attendees will learn techniques for market research, product positioning and executing successful launches, along with methods to analyze and adapt sales strategies based on real-time market feedback.



Matt Winn

Vice President of Communications, HID
Global



Zachary Brackett

Sales and Design Professional, Pref-Tech

