

Programme

Day 1

09:00 Registration

09:45 Introduction from the organizers

	Biz Strategy America	Sales Europe	Operational Dev Asia	Fail Track Africa	Workshops & VIP Australia
10:00	Yuri Warczynski <i>Co-Founder @HYS Enterprise, BV</i> IT regatta, or how to leave behind the galley, when everyone on your sailboat has caught one wave	Antony Fedulov <i>Owner@Sales Label in IT</i> Content marketing as the main sales channel in IT outsourcing	Anna Vlasova <i>Director @School of HRM</i> Key HR issues for CEO of IT companies: attraction, retention, growth	Stas Meshkov <i>CEO & Founder@Umbrella</i> The mistakes I made when building a company in 100+ employees and an average rate of \$ 40	Manuel De Vits <i>Founder @Valyman Consulting</i> Lead Generation - 500 leads in 5 min is possible! and then what? Workshop
10:45	Roman Peskin <i>Technology Entrepreneur@IT</i> Increasing sales through solution design - как продавать решения, а не биллинговые часы, зарабатывая в разы больше	Olena Zanichkovska <i>Founding Partner@The Gradient</i> Relationship with clients: how you can receive ROI from your account management	Slava Pankratov <i>Business trainer@Stratoplan</i> Interview with an expert	Vsevolod Grebnev <i>CEO@Brightgrove Ltd.</i> 9 "challenges" and our lessons	David Braun <i>CEO@TemplateMonster</i> Private meeting

11:35 Coffee break

11:55	Jeff Bianco <i>President@Dev-Pro.net</i> 10 Rules of Effective Communication. The Client's Side of The Story	Romeo Man <i>CEO@MAN.Digital</i> How To Generate And Nurture More B2B Leads To Grow Your Business	Vache Davtian <i>Trainer@Leaderway</i> Leader 3.0. From the carrot and stick to the culture of happiness	Roman Katerynych <i>CEO & Founder@Artjoker</i> 10 mistakes in 10 years	Oleg Demchik <i>Trainer@Professional Negotiators Club</i> Workshop
12:45	Zhenya Rozinskiy <i>Independent consultant@IT Companies</i> Why does Ukrainian IT kill itself and how to stop it?	Adam Sarama <i>Partner@NorthStar Consulting</i> Corporate sales - how to win more work by shifting your focus from tactical to strategic?	Sergey Berezhnoy <i>Director of Product Development@DAESA, DataArt Group</i> Why do service companies rarely get to make product's development?	Georg Tubalev <i>General Manager@Evaud</i> My 7 lessons I learned in business in Europe: the analysis of errors	Viacheslav Rudnytskyi <i>Chief Learning Experience Officer@Savvy</i> Writing letters: mistakes, style and peculiarities of culture Workshop

13:30 Lunch

14:30	Oleksandr Medovoi <i>CEO&Founder@AltexSoft</i> The experience of transformational change: how we reorganize the family "home" company. First part.	Igor Pakhomov <i>Marketing Consultant@IT</i> What can I do to start marketing?	Sven Miller <i>CEO@Miller Development</i> How did I open development office on Philipens and work on Sweden market	Viktorii Gerukh <i>CEO @Galanix</i> Using DataScience approaches to scale business	Julia Ilyina <i>Директор/собственник@SIMPLE</i> How to build the right Reports and Functionality for easy company management Workshop
15:15	Alexander Blitshtein <i>Community Manager@Payoneer</i> Breaking into new markets: localization & scaling	Ellina Bereza <i>CMO@Erminesoft</i> Step by step plan inbound marketing: build process	Sergey Maistrenko <i>и.о.Зам председателя Правления@ACK "ИНГО Украина"</i> Why IT specialist insurance? Let's figure it out together	Natalia Siromakha <i>Director, Engineering@GlobalLogic</i> Application of Artificial Intelligence & Data Science in medicine	Julia Ilyina <i>Директор/собственник@SIMPLE</i> How to build the right Reports and Functionality for easy company management Workshop
15:40	Brian Kobberøe Fink <i>Head of Service Delivery & Pre-sales@Ciklum</i> How to build proactive communication with Western Europe customers	Beata Mosór-Szyszka <i>Mentor@Google LaunchPad Week</i> 3 case studies of successful Lean Marketing Strategies for IT companies	Galyna Iefremova <i>Department Manager@Telenor DK</i> How we scaled Kanban for the team of ~100 people	Ihor Malchenyuk & Volodymyr Vakhitov <i>Technology Strategist, Microsoft & @Assistant Professor</i> The other side of Data Science	Erik Wesner <i>Partner@NorthStar Consulting</i> How to write better emails to get more sales meetings Workshop

16:25 Coffee break

16:45	Pierre Castermans <i>Business Development@Outsourcing IT</i> Why you should attack French IT market our they will slave you	Kate Abrosimova <i>Yalantis @Marketing Director @CEO&Co-Founder @Kaliix</i> Why your inbound lead generation strategy isn't working	Jan Willem Tromp <i>Co-founder@Epicflow</i> How to optimize Scrum methodology in Jira in a multi project environment with partial non-dedicated teams? Combining practice and research.	Alex Isachenko <i>CEO and Co-Founder@CoreTeka</i> How DataScience helps solve business problems in retail and logistics	Vyacheslav Shatillo <i>Директор Консалтинговой компании@TOP</i> Solvency management of IT company Workshop
17:30	Discussion board How to build a service business as an independent and evolving system	Sasha Kulepin <i>Marketing@BlaBlaCar</i> The most popular mistakes in SEO optimization sites of Ukrainian outsource companies	Discussion board System approach to the development of leadership, responsibility and business thinking of employees	Nikolai Andrushchenko <i>Руководитель Digital отдела@Laner.TV</i> "TV has died. Long live TV! ". How DataScience updates online TV	Vyacheslav Shatillo <i>Директор Консалтинговой компании@TOP</i> Solvency management of IT company Workshop

18:15 Closing and socializing

18:30 Afterparty

Programme

Day 2

09:00 Registration

09:45 Introduction from the organizers

	Biz Strategy America	Sales Europe	Operational Dev Asia	E-commerce Africa	Workshops & VIP Australia
10:00	David Braun <i>CEO@TemplateMonster</i> Application of the concept of H.A.C.K. How to learn never to lose customers	Anastasia Novikova <i>Co-founder@NexGenDesign</i> Trends in IT sales: where and how we are looking for customers in 2017.	Galina Makagonova <i>Head of technical product management@Finiata</i> Big outsource toad: hidden cost of hiring	Andrey Sukhovoy <i>Head of Analytics & BI@DWOX</i> Web analytics: how to help online stores increase sales	Zhenya Rozinskiy <i>Independent consultant@IT Companies</i> Private meeting
10:45	Solomon Amar <i>CEO and Founder@AllStars-IT Group Ltd</i> How to build a network that sells ICT to Giants as Intel, Motorola, SAP and others	Manuel De Vits <i>Founder @Valyman Consulting</i> Guerrilla Sales & Marketing! Ideas are shit, execution is the game	Anna Lavrova <i>Project Manager & Agile Consultant@IT</i> My sweetheart went down with the ship: Why do the Titanic go to the bottom even after 100 years?	Marek Tomaszewski <i>Managing Partner@E-commerce Berlin Expo</i> E-commerce networking - case from the organizer of the largest conference in Berlin on e-commerce	Alex Skrypnik <i>CEO@Eleks</i> Private meeting

11:35 Coffee break

11:55	Victor Shalnyev <i>CEO@NIX Solutions Ltd.</i> The problems of IT company growth at each stage	Valery Baida <i>Software Development Consultant@IT</i> Marketing Techniques That Supercharge Your Business	Oleg Demchik <i>Trainer@Professional Negotiators Club</i> Negotiations in the IT service business as mastery: case studies	Andrey Yanbukhtin <i>Директор бизнеса доставки@Mafia</i> Digitalization of processes in retail on real cases	Adam Sarama <i>Partner@NorthStar Consulting</i> Strategic approach to Corporate Sales Workshop
12:45	Discussion board How to grow significantly faster than market: key growth points	Tomaz Pagirys <i>Co-founder@Aciety</i> Outsharing - the outsourcing messages, which work in San Francisco.	Artem Zagorulko <i>Head of PMO@Ciklum</i> How to prepare for work with Fortune 500 companies: cases of top Ukrainian IT companies	Chris Berger <i>Public Policy Consultant@Händlerbund e.V.</i> Features of the German e-commerce market	Adam Sarama <i>Partner@NorthStar Consulting</i> Strategic approach to Corporate Sales Workshop

13:30 Lunch

14:30	Alex Lutskiy <i>CEO & Co-Founder @ Innovecs</i> How to become one of the fastest-growing and recognizable company in a short period of time	Edward Robe <i>Engagement Manager@Binary Studio</i> Why and how you should hire exact as sales manager. How I apply US army XP into IT sales.	Adriano Corso <i>Head & Solution Designer@Inbound Talent</i> Talent Attraction leveraging conventional and unconventional recruitment strategies such as recruitment marketing and inbound methodology	Paul Okhrem <i>CEO@Elogic Ecommerce</i> Lean подход к разработке в e-commerce	Victor Shalnyev <i>CEO@NIX Solutions Ltd.</i> Private meeting
15:15	Steve Kreynin <i>CEO@Forte Group</i> Growing IT service company within US	Discussion board Prospects of sales channels for 2018	Sergey Nemchinsky <i>CEO/Owner@ FoxmindED</i> PM in outsourcing, Challenges and problems.	Alexey Andrusenko <i>Head of SEO Department@LivePage</i> How to create an SEO friendly e-commerce project	Natalia Gaykalova <i>CEO @BPO company</i> How to sell more, considering new challenges when working with foreign banks? Workshop

15:50 Coffee break

16:10	Alex Skrypnik <i>CEO@Eleks</i> 20 years of unlearned lessons - what you need to know about the management of IT companies - the experience of mentoring companies	Anton Baranovskiy <i>Chief Business Development Officer@Mangosoft.tech</i> Building an effective sales team. The main challenges.	Artem Bykovets <i>CEO / Agile Coach @StartIT (abykovets.com)</i> Transformation of IT company through constant changes	Rodion Sorokin <i>Founder@Humanized Design</i> Service-design: how to create more value for the customer	Nikolay Sapsan <i>President@O.Vitta</i> Personal Effectiveness, It To Be or Not to Be! Workshop
16:50	Alexandr Galkin <i>CEO, Co-founder@Competera</i> How opinion makers help to open new markets for our company	Rajan Sinha <i>Director of Biz Development@VARTEQ,Inc</i> VAT - Velocity Adding Tools to your Sales & Business Development"	Eugene Ron <i>CEO @Ron Design</i> How to increase the rate and not collapse	Discussion board Creating additional value for customers in ecommerce	Nikolay Goncharov <i>Founder @iPromo</i> 7 Steps to Building a Successful Internet Promotion Strategy Workshop

17:30 Closing and socializing