# BTA IGNITE Orlando 2026 Schedule

## Friday, March 20

**9:30 to 9:45 a.m.**
Opening Comments

**9:45 to 10:45 a.m.**
Manufacturer Panel: "CEO Insights: Marketplace Changes, Tariffs, Tough Choices & the Future of the Office Technology Industry," moderated by Bob Goldberg, BTA ambassador

**10:45 to 11:15 a.m.**
Exhibits Open

**11:15 a.m. to 12:15 p.m.**
Dealer Panel: "Practical Uses for AI in Your Dealership," moderated by Laura Blackmer, Konica Minolta Business Solutions U.S.A. Inc.

**12:15 to 12:20 p.m.**
Lunch Sponsor Presentation: Crexendo

**12:20 to 1:30 p.m.**
Lunch

**1:30 to 2:30 p.m.**
Breakout Sessions:
- Exhibits Open
- "Sales vs. Service: The Heavyweight Showdown," Sarah Henderson, industry SME
- "The Practical Use of Power BI to Monitor Key KPIs," Jack Duncan, Jack Duncan Consulting, and Mike Kirkpatrick and Gary Lavin, CEO Juice
- "How to Be a Better Listener," Don Crawley, IT customer service author & speaker

**2:30 to 2:35 p.m.**
Breaks Sponsor Presentation: Zultys

**2:35 to 3 p.m.**
Exhibits Open

**3 to 3:45 p.m.**
Dealer Panel: "How is Your Culture?" moderated by Mike Marusic, Sharp Imaging and Information Company of America

**3:45 to 4:30 p.m.**
Breakout Sessions:
- Exhibits Open
- "Sales vs. Service: The Heavyweight Showdown," Sarah Henderson, industry SME
- "The Practical Use of Power BI to Monitor Key KPIs," Jack Duncan, Jack Duncan Consulting, and Mike Kirkpatrick and Gary Lavin, CEO Juice
- "How to Be a Better Listener," Don Crawley, IT customer service author & speaker

**4:30 to 4:35 p.m.**
Reception Sponsor Presentation: Sharp

**4:35 to 4:40 p.m.**
Reception Sponsor Presentation: Xerox

**4:40 to 5 p.m.**
Exhibits Open

**5 to 5:45 p.m.**
First-Time Attendees Reception in Saybrook Room

**6 to 8 p.m.**
Reception with Dinner & Drinks

## Saturday, March 21

**8:30 to 9:30 a.m.**
Breakfast

**9:30 to 9:40 a.m.**
Opening Comments

**9:40 to 9:45 a.m.**
Breakfast Sponsor Presentation: eGoldFax

**9:45 to 10:45 a.m.**
Exhibits Open

**10:45 to 11:45 a.m.**
Keynote Address: "How Leadership Affects Customer Service & How Customer Service Affects Your Bottom Line," Don Crawley, IT customer service author & speaker

**11:45 a.m. to Noon**
Closing Comments & Prize Drawings