

# BTA IGNITE Kansas City Schedule

## Tuesday, Sept. 1

**7 to 9 p.m.**

Opening Reception With IBPI at National WWI Museum & Memorial

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## Wednesday, Sept. 2

**7:30 to 8:15 a.m.**

Breakfast

**8:15 to 8:25 a.m.**

Opening Comments

**8:25 to 8:30 a.m.**

Keynote Sponsor Presentation: Xerox

**8:30 to 9:50 a.m.**

Keynote Address: "Master Your Mind & Memory," Jim Kwik, Kwik Brain Universe

**9:50 to 9:55 a.m.**

Breakfast Sponsor Presentation: Zultys

**9:55 to 10 a.m.**

Reception Sponsor Presentation: Sharp

**10 to 11 a.m.**

Exhibits Open

**11 a.m. to Noon**

Breakout Sessions:

- "The Information Imbalance: How to Sell to Today's Younger, Better-Informed Buyer," Troy Harrison, Troy Harrison & Associates
  - "Modernizing Prospecting Leadership: Drive More Net-New Meetings Without Burning Out Your Sales Managers," Kate Kingston, Kingston Training Group
  - "AI in the Dealer Channel: What's Working, What's Missing & What Must Change Before 2027," West McDonald, GoWest.ai
  - "The Future of Office Printing Hardware & the Role of the AI MFP," Robert Palmer, IDC
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**Noon to 1 p.m.**

Lunch

**1 to 1:05 p.m.**

Lunch Sponsor Presentation: Crexendo

**1:05 to 1:10 p.m.**

Featured Speaker Sponsor Presentation: TD SYNEX

**1:10 to 2:25 p.m.**

Featured Speaker Session: "Innovate or Die Trying," Pablos Holman, hacker, inventor and technology futurist

**2:25 to 2:30 p.m.**

Reception Sponsor Presentation: DLL

**2:30 to 3:45 p.m.**

Exhibits Open

**3:45 to 4:30 p.m.**

Main-Stage Session: "Future-Proofing Your Dealership; Technology Investments That Pay Off," Arvind Rao, GreatAmerica Financial Services

**4:30 to 4:35 p.m.**

Breaks Sponsor Presentation: Noetics

**4:35 to 4:45 p.m.**

BTA Awards Ceremony

**6 to 10 p.m.**

BTA at 100: A Celebration at Union Station Kansas City

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## Thursday, Sept. 3

**7:30 to 8:15 a.m.**

Breakfast

**8:15 to 9 a.m.**

Exhibits Open

**9:40 to 9:45 a.m.**

Breakfast Sponsor Presentation: eGoldFax

**9 to 10 a.m.**

Breakout Sessions:

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**9 to 10 a.m. Cont.**

Breakout Sessions:

- "AI in the Dealer Channel: What's Working, What's Missing & What Must Change Before 2027," West McDonald, GoWest.ai
- "The Future of Office Printing Hardware & the Role of the AI MFP," Robert Palmer, IDC

**10 to 11 a.m.**

Exhibits Open

**11 to 11:45 a.m.**

Dealer Panel: "Who Needs Print Management Now That We Have WMPP, MUP & WPP?" moderated by Deborah Hawkins, Keypoint Intelligence

**11:45 a.m. to Noon**

Closing Comments & Prize Drawings