

BTA IGNITE Kansas City Schedule

Tuesday, Sept. 1

7 to 9 p.m.

Opening Reception With IBPI at National WWI Museum & Memorial

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.

Breaks Sponsor Presentation: Noetics

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 (*Room: Shawnee*)
- "Modernizing Prospecting Leadership: Drive More Net-New Meetings Without Burning Out Your Sales Managers," Kate Kingston, Kingston Training Group (*Room: Mission*)
- "AI in the Dealer Channel: What's Working, What's Missing & What Must Change Before 2027," West McDonald, GoWest.ai (*Room: Liberty*)
- "The Future of Office Printing Hardware & the Role of the AI MFP," Robert Palmer, IDC (*Room: Roanoke*)

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 SYNnex

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.

Reception Sponsor Presentation: Sharp

5:30 to 10 p.m.

BTA at 100: A Celebration at Union Station Kansas City

Thursday, Sept. 3

7:30 to 8:15 a.m.

Breakfast

8:15 to 9 a.m.

Exhibits Open

9 to 10 a.m.

Breakout Sessions:

- "The Information Imbalance: How to Sell to Today's Younger, Better-Informed Buyer," Troy Harrison, Troy Harrison & Associates (*Room: Shawnee*)
- "Modernizing Prospecting Leadership: Drive More Net-New Meetings Without Burning Out Your Sales Managers," Kate Kingston, Kingston Training Group (*Room: Mission*)

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 (*Room: Liberty*)
- "The Future of Office Printing Hardware & the Role of the AI MFP," Robert Palmer, IDC (*Room: Roanoke*)

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