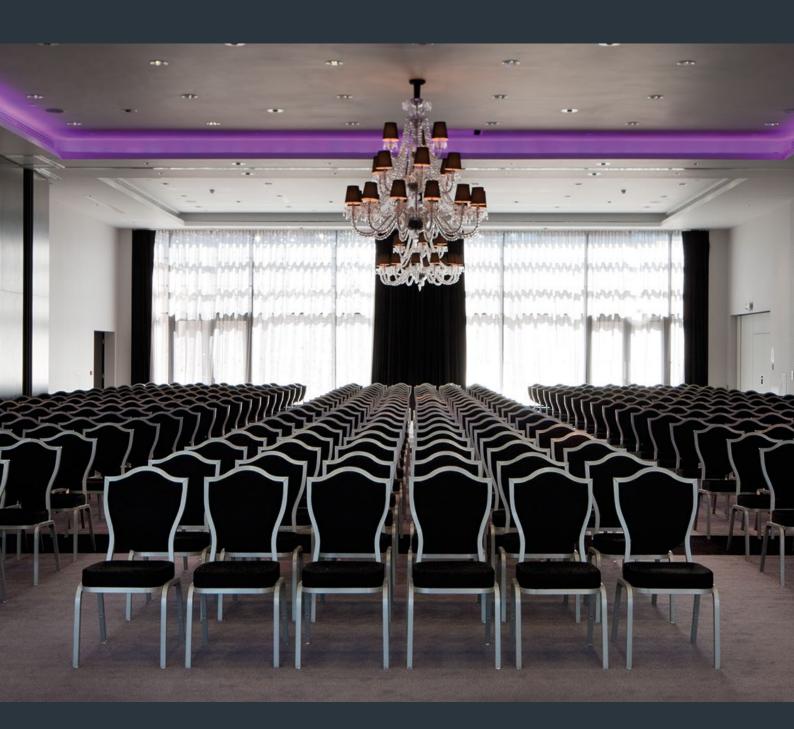# Act! Certified Consultant
European Summit 2017

Summit Agenda

Day 1: Wednesday, February 8th, Syon Ballroom 2   - Product and Connections

Time	Title	Description
8:00 – 9:00	Registration and Coffee	Register your attendance with the Swifty events team, get your delegate badge, grab a coffee and network with other delegates.
9:00 – 9:45	Support call drivers, including Act! Premium Cloud	In our opening session we review the main drivers for customers contacting our support teams. We'll share preventative measures and discuss approaches to quickly address common issues. We'll also advise how you can make the most of key support resources to help you proactively guide customers. There will be time to open the discussion to gain your feedback and share your experiences.
9:45 – 10:15	Web API vs. Act! Connect Link	Learn the differences between the Web API and the Act! Connect Link, and understand which to use, and when. We'll introduce the benefits and capabilities that Act! Connections offer, and prepare you for the sessions later in the day with hands-on installation guidelines.
10:15 – 11:00	Web API and Act! Connections	In this session we'll take a deeper look at the guidelines and best practice for configuring both the Web API and Act! Connect link. Learn everything you need to know to keep connections running smoothly, and find out where to look if you do encounter an issue. This will be an interactive session, with the opportunity to follow each step on your laptop, and quiz the experts along the way.
11:00 – 11:15	Break	
11:15 – 12:00	Featured Act! Connections	Following on from Xavier's session, we will cover a few popular and powerful Connections in more detail showing how to set these up and what value each one brings. Including: o Act! Premium Contact Link for Outlook o Act! Facebook Ads, powered by Tiger Pistol o Microsoft Power BI o eCommerce Connections, such as Shopify and Etsy
12:00 – 12:30	Troubleshooting Web API and Connections	Building on earlier sessions, we will give you a better understanding of where to look if you encounter an issue setting up the Web API or the Act! Connect link, and what to do next.
12:30 – 13:30	Lunch	
13:30 – 15:45	Product Round table	This is your opportunity to tell us what you think. We will have a product representative for each of our main product areas taking feedback and hosting discussions. Feedback and suggestions will be presented back at the end of this session and followed up later in the year. 1) Act! Premium (including emarketing) – Stuart Morrison 2) Act! Premium Cloud – Chris Manders 3) Connections / API – Xavier Musy
15:45 – 16:00	Break	
16:00 – 16:45 (Dual sessions, choose from)	Act! Link for Sage 50 Accounting (UK Edition)	In this session we will host an interactive feature demo as well as present the huge cross sell opportunity the Link affords. We will cover layout design and other consulting opportunities for ACCs.
	Online Marketing and Website Best Practice	89% of B2B researchers use the internet during the B2B research process (Google, 2014). In this session our Swiftpage Marketing team will cover website best practice, search engine optimisation and web analytics.

Day 1: Wednesday, February 8th,   Evening Networking – The Clubhouse

19:30 – 23:00	A once a year opportunity to network and party with other Act! Certified Consultants and the Swiftpage team

Day 2: Thursday, February 9th, Syon Ballroom 2 & 3

Time	Title	Description
9:00 – 9:45	Executive Keynote	John and Lorcan will share our vision for the future of Swiftpage. We will recap our corporate vision, strategy and targets and the opportunities for ACCs as we deliver in 2017.
9:45 – 10:30	2016 review and looking ahead	Lorcan and Lindsay will review recent achievements, 2016 key performance indicators and look ahead to key themes for 2017.
10:30 – 10:45	Break	
10:45 – 11:45	Achieving Growth with the Act! Portfolio	Stuart will review recent portfolio additions and share the roadmap of what's to come, highlighting opportunities for growth in 2017 and beyond.
11:45 – 12:45	Growing our Subscription Businesses	Our sales leaders will explore how ACCs around the world have grown their business – revenue and valuation – by embracing the subscription business model. We will also highlight how we are enabling subscription sales with changes in the ACC program for 2017.
12:45 – 13:45	Growing our waistline – time to eat!	
13:45 – 14:45	Growing Units Under Management: migrating existing customers, acquiring new	This session will build on the interactive day one workshop. Our global marketing team will share our approach to growing leads and opportunities, sharing best practise examples of planning, campaigns, advertising & presence.
14:45 – 15:00	Break	
15:00 – 15:45	Satisfying Customers for Retention and Growth	Deb and Lisa's teams have delivered customer satisfaction rates of 90%+ and increased retention rates by more than 10% year on year. As these key measures become more important to all of us, they will share important tactics to improve on them.
15:45 – 16:15	Q&A and Closing remarks with the Leadership Team	

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