



# PACK & PREP LIKE A PRO WITH ACUMATICA

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# HOW TO GET THE MOST OUT OF ACUMATICA SUMMIT 2019



## LET'S START WITH TIPS FOR GETTING THE BEST ROI

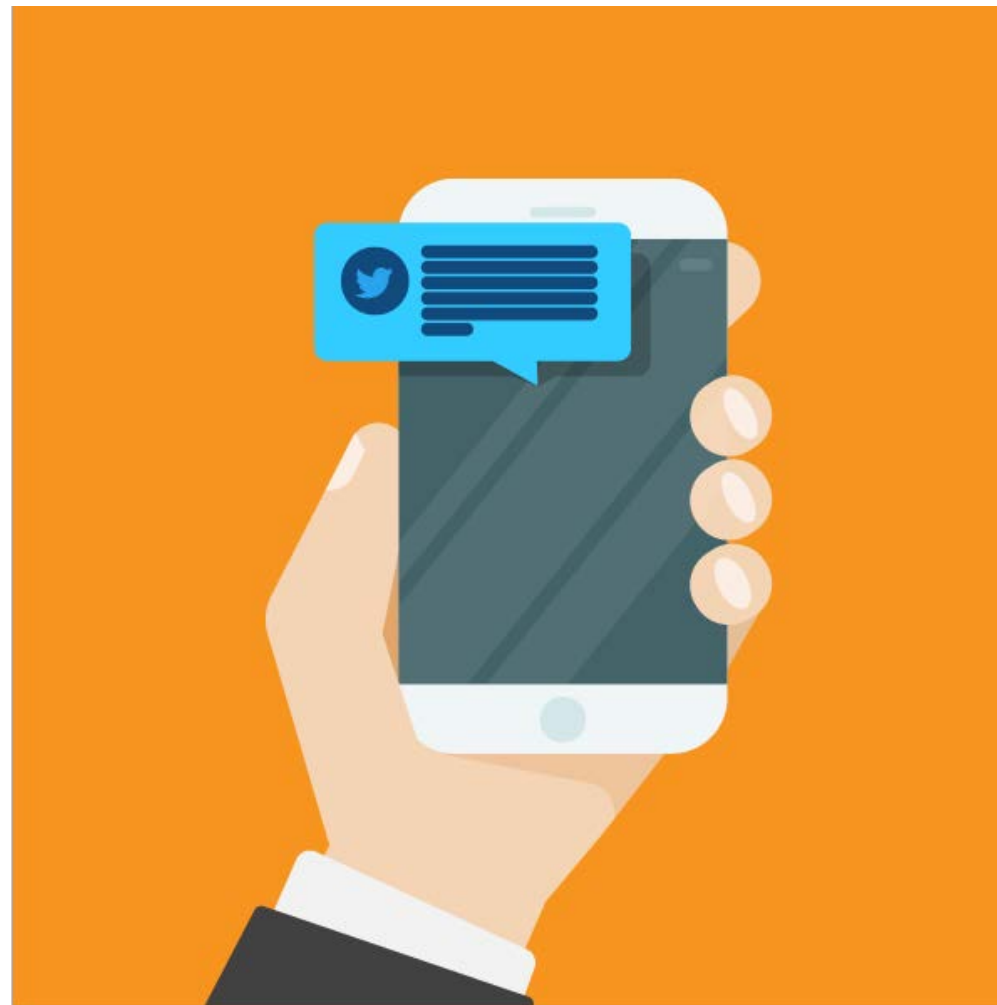
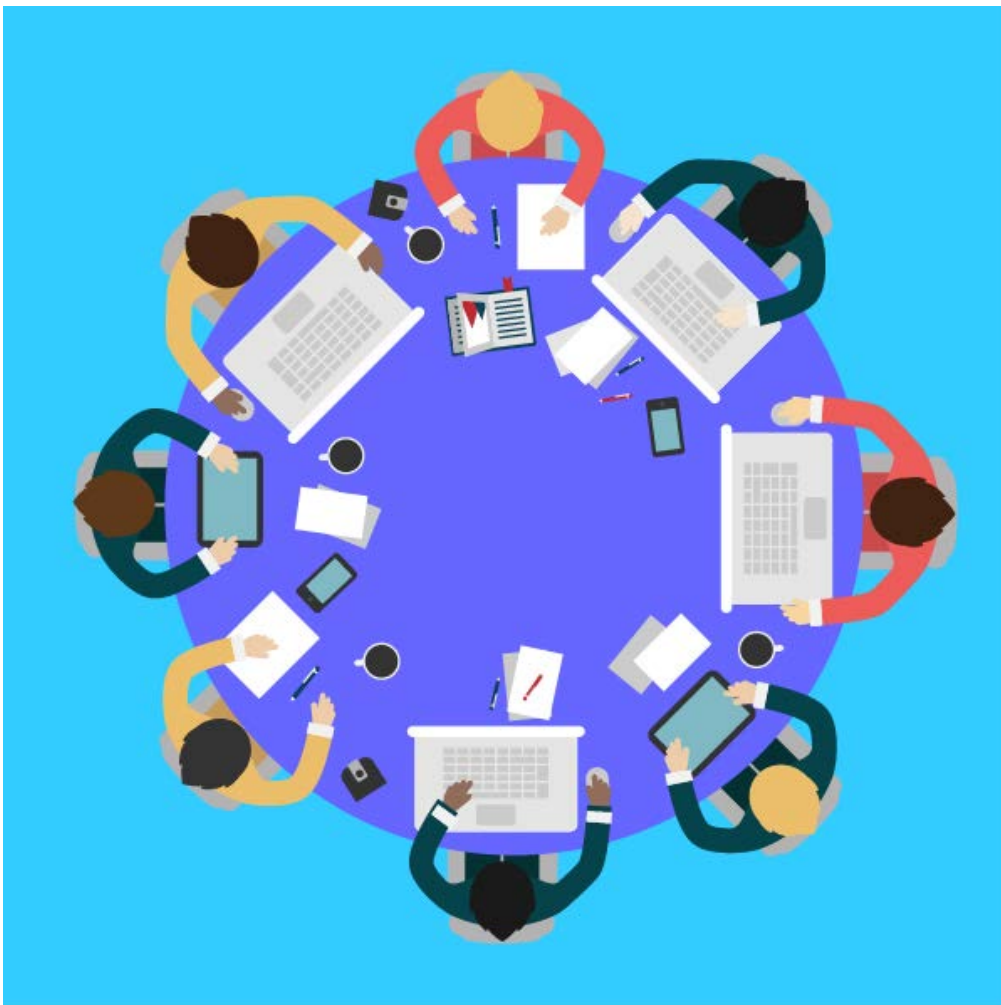
There are varying degrees of preparation before an important business event—such as Acumatica's annual cloud ERP event—ranging from what to pack to how you can get the most out of your time. Every degree is important and must be addressed for an event to be a success.





# THINGS TO DO BEFORE THE EVENT

## TIPS FOR GETTING THE BEST ROI

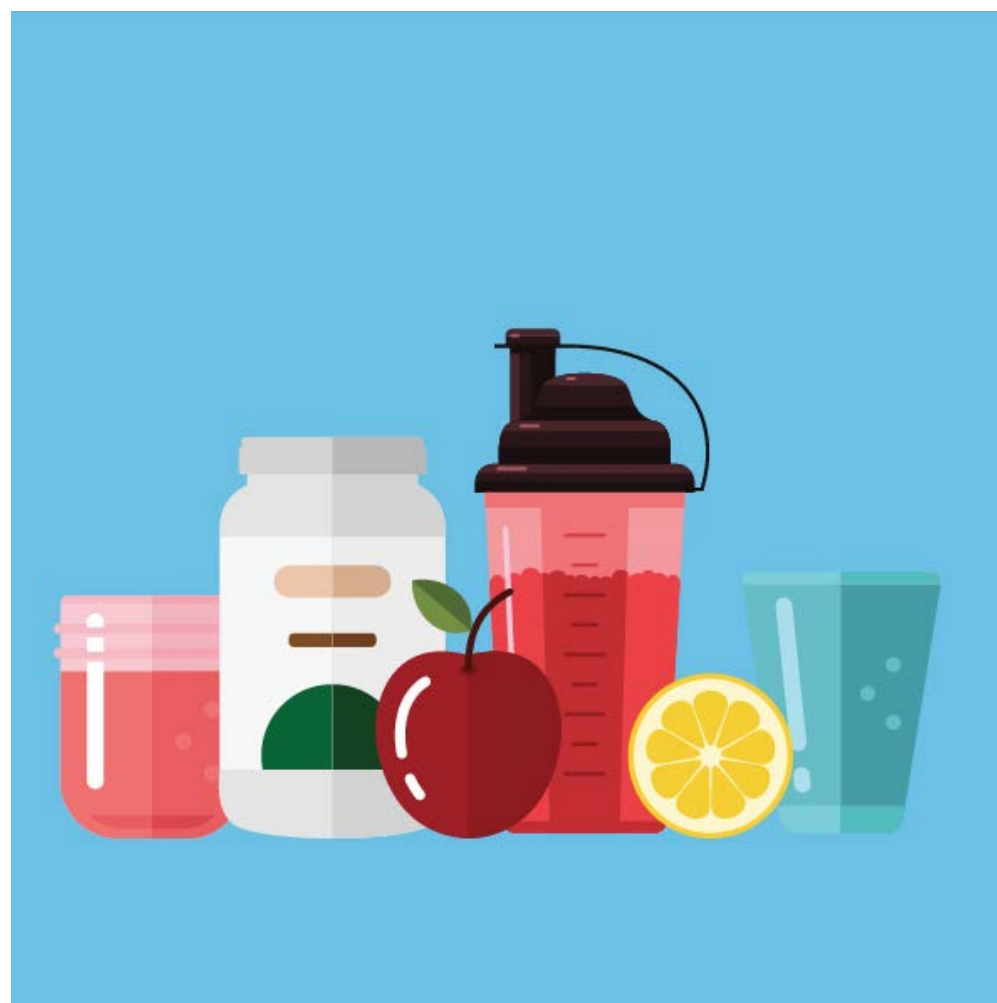
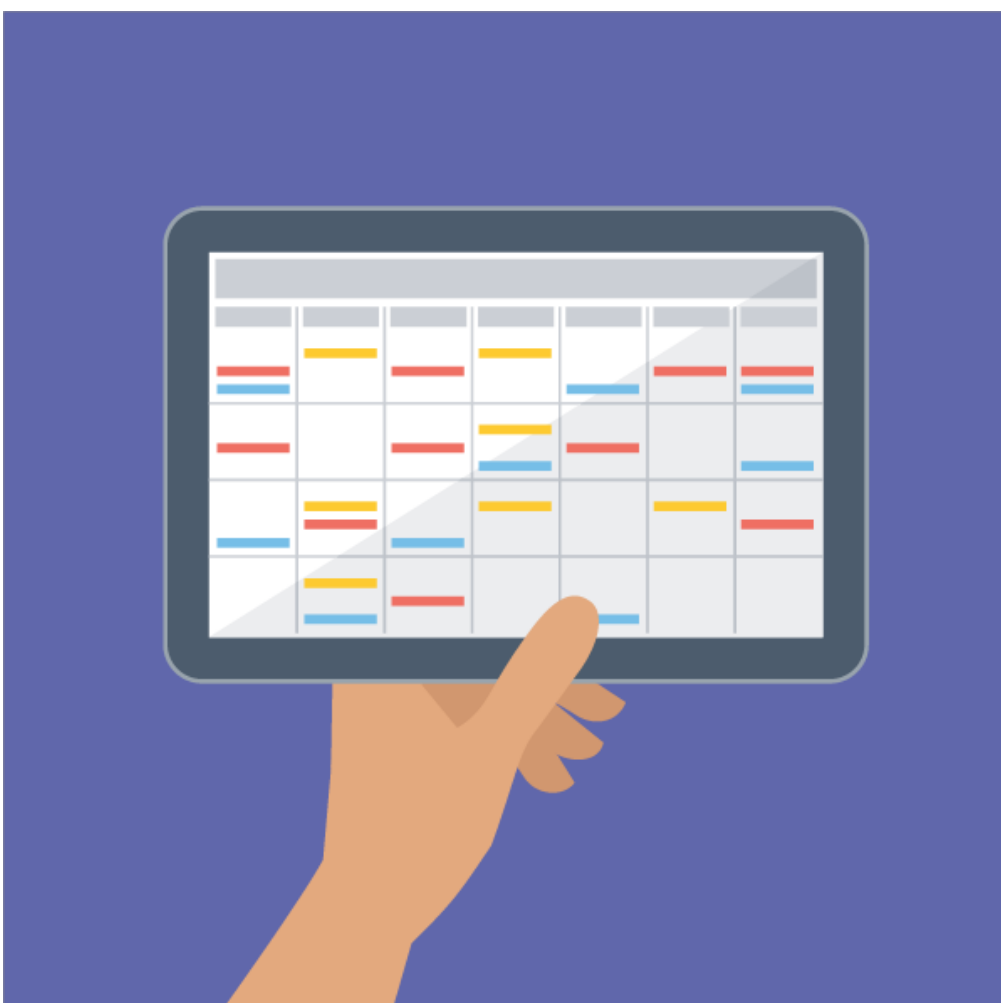


### 1 | Connect

Make sure you download the Summit 2019 mobile app and start reaching out to the attendees you want to connect with!

### 2 | Go Social

Share with your team members who can't attend this year and have them check tweets with #AcumaticaSummit to stay up to date.



### 3 | Schedule

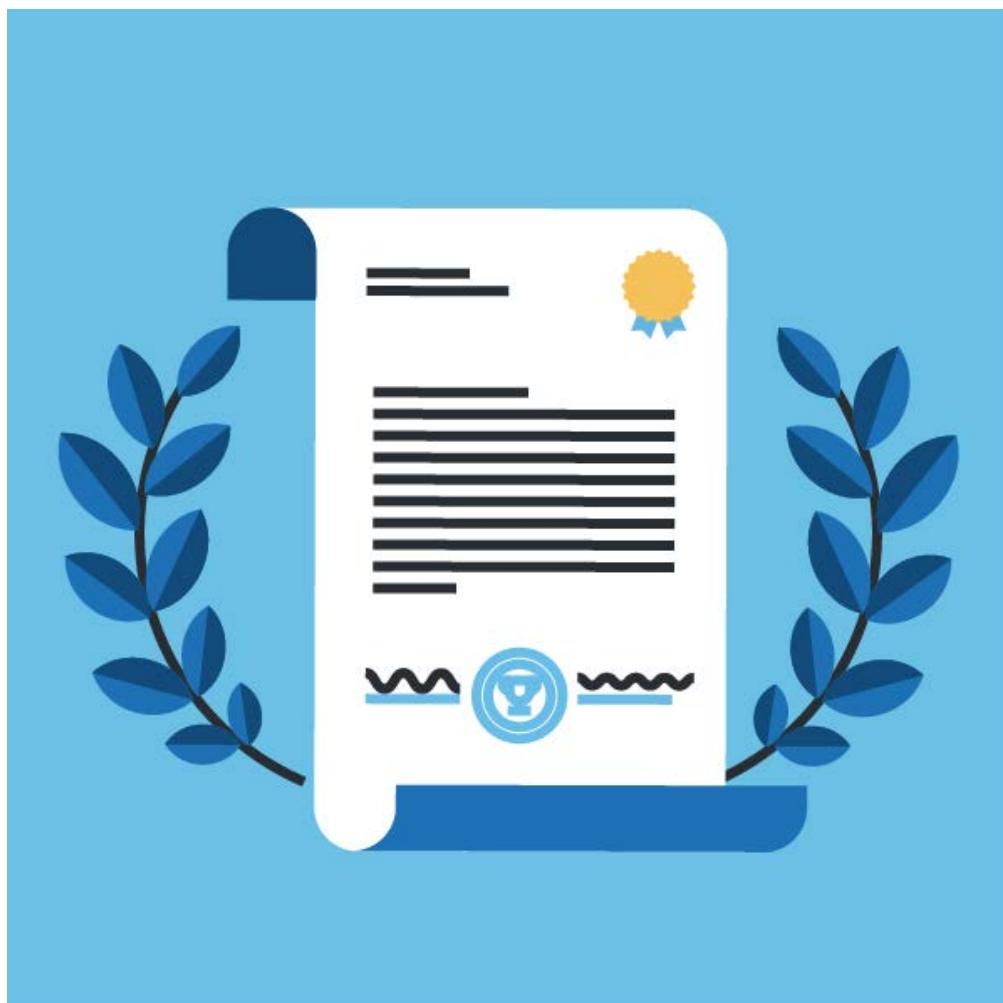
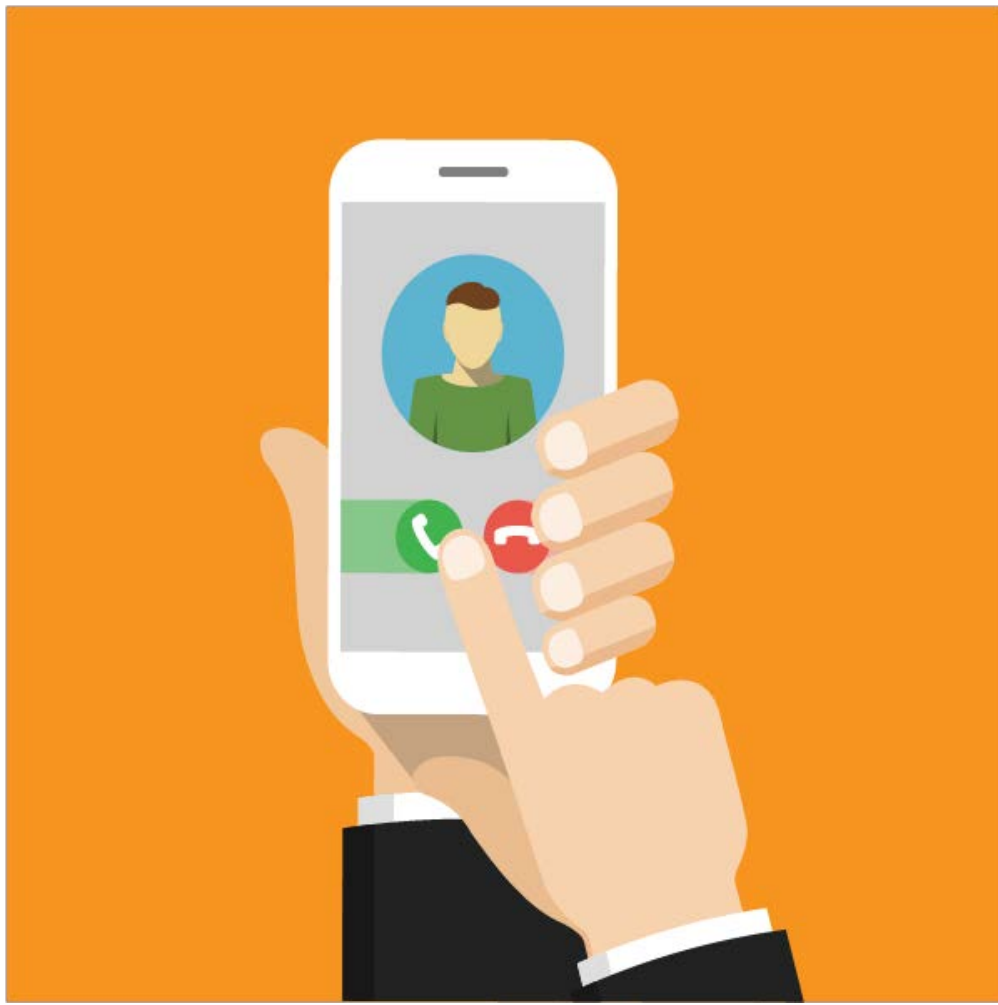
Figure out which training courses would most benefit you and your business.

### 4 | Bonus: Stay Healthy

Make sure you're well rested before any multi-day event, especially one that you may have to fly to.

# THINGS TO DO AFTER THE EVENT

## TIPS FOR GETTING THE BEST ROI



### 1 | Reach Out

Take your list of attendees you connected with and begin following up via phone or email. For example: peers that you don't get to see on a regular basis or integrated solution providers that you are interested in learning more about.

### 2 | Communicate

While all the practical and educational insights you received from your time at Acumatica Summit 2019 are still fresh in your mind, get your team together and share with them what you learned.

### 3 | Complete Your Certification Requirements

Complete Your Certification Requirements

- Make sure that you take advantage of the face-to-face time with your instructor during your training course(s), as you become an expert. If you have a demo to submit, get on it. You don't want to have to follow up later.



# PACK & PREP LIKE A PRO

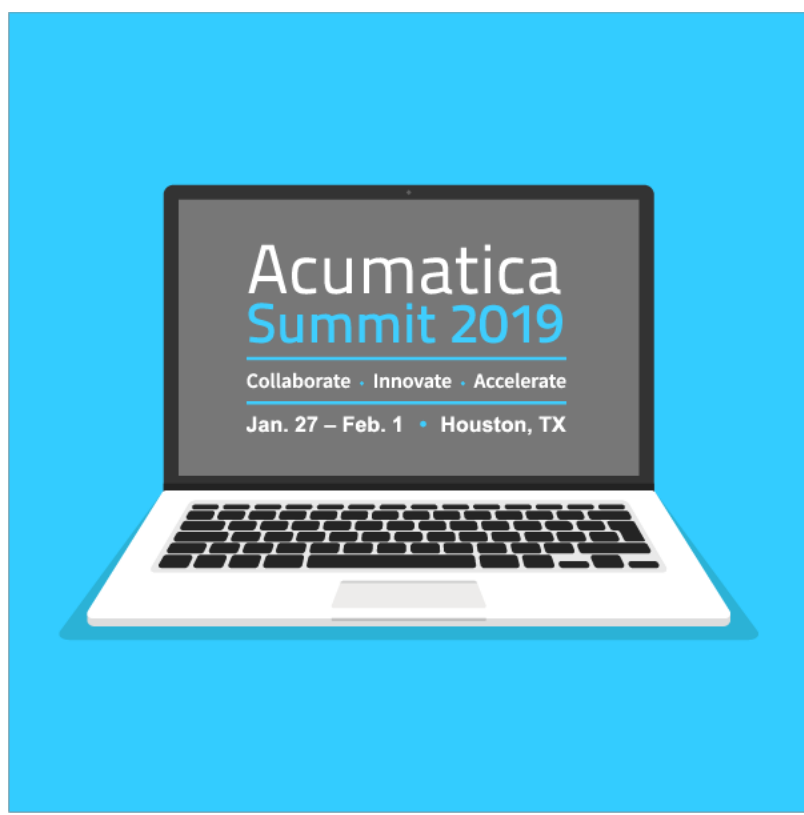
WITH ACUMATICA

Now it's time to turn our attention to what to bring.

If you're like us, then you like to pack intelligently, which means putting some thought into it beforehand.

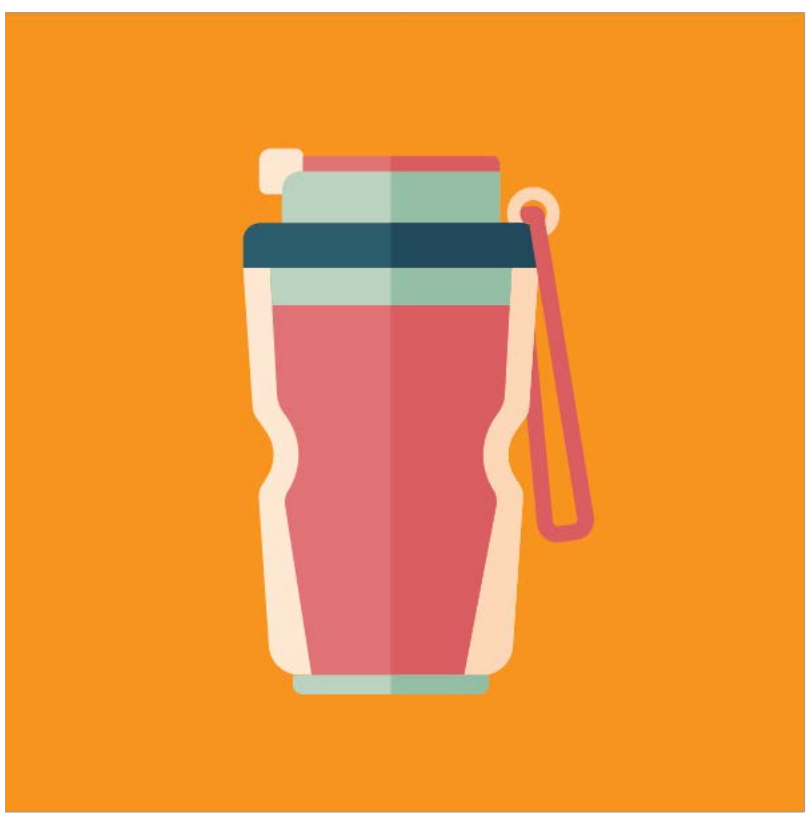






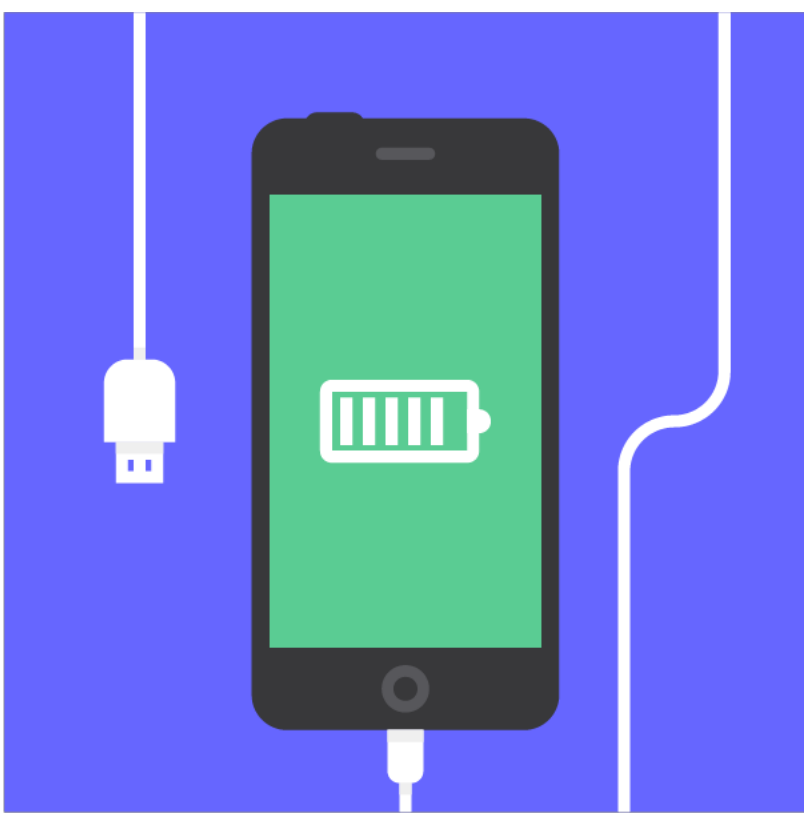
## Electronics

Laptop & Chargers. Your digital workspace will be an essential part of your gear, make sure it has power!



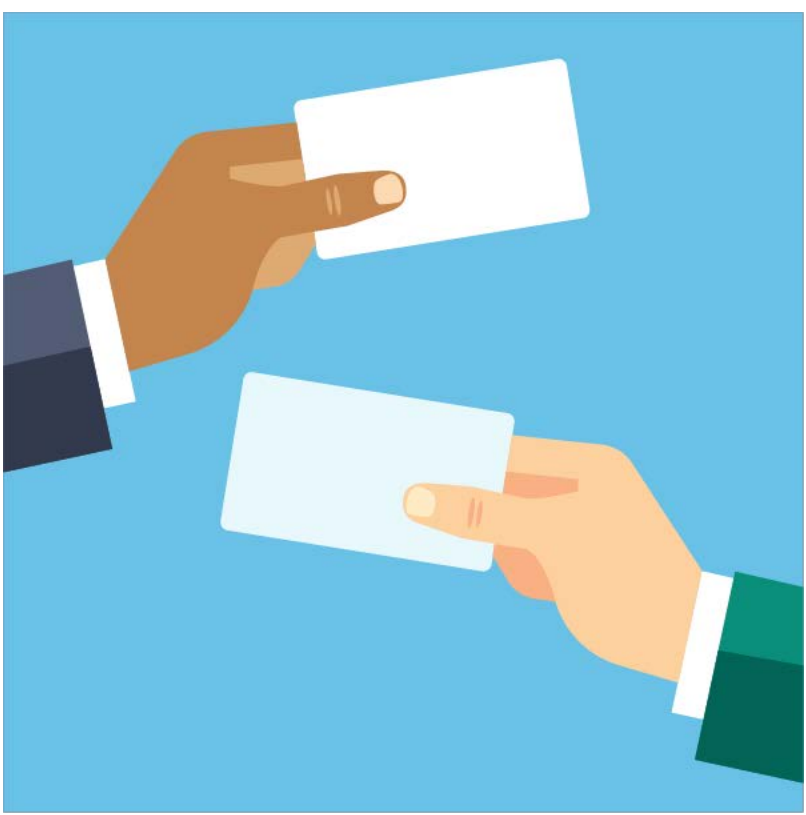
## Travel Mug

Keep your delicious hot beverages safe and warm, or cold!



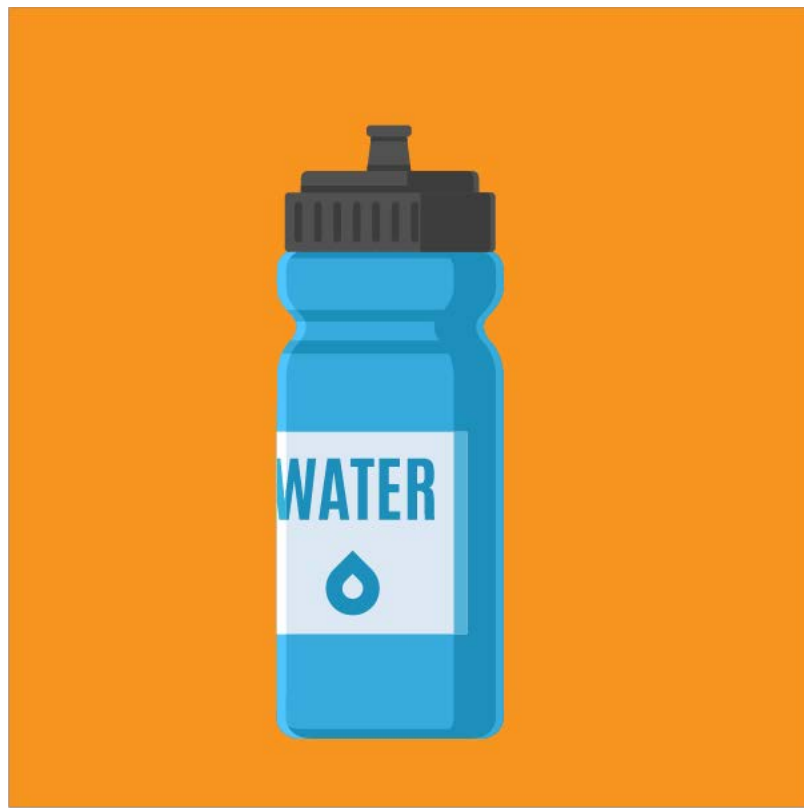
## Phone & Charger

You don't want to forget your phone when traveling! Make sure it has the power it needs and save yourself a headache!



## Business Cards

Acumatica Summits are an opportunity to do some networking. Put your best foot forward with your business card!



## Water Bottle

Staying hydrated is so important & travel can really make you thirsty! Bring along a trusty reusable water bottle.



## Suit Skirt/Slacks & Jacket

Will you be presenting? Bring your A-game with a smart suit!



## Sunglasses

Save yourself eye strain from the bright rays of the sun!



## Notebook & Training Prep Work

Keep your notes organized and your training prep work handy!



## Scarf

Fashionable, practical, warm. It doesn't take up much space in your suitcase and can be a lifesaver!



## Jeans and/or Cowboy Boots

Celebrate with us at House of Blues in classic Texas style!



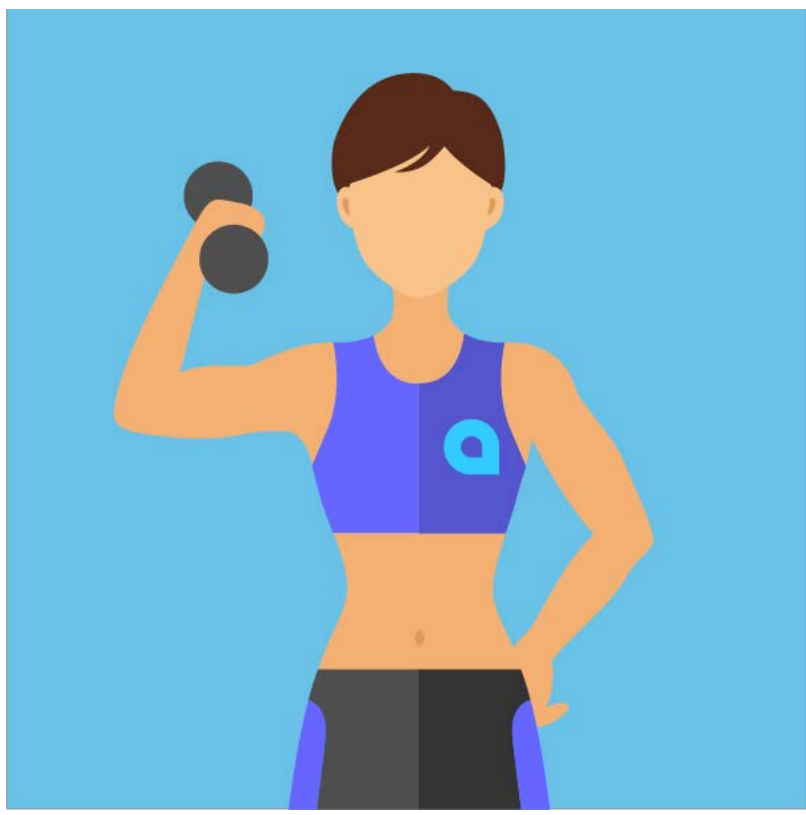
**Reading Glasses**

Newspapers, presentations, business cards, or even a new novel; being without your reading glasses is a headache!



**Cardigan/Blazer**

Speaking in front of a crowd? A smart cardigan or blazer will help you present!



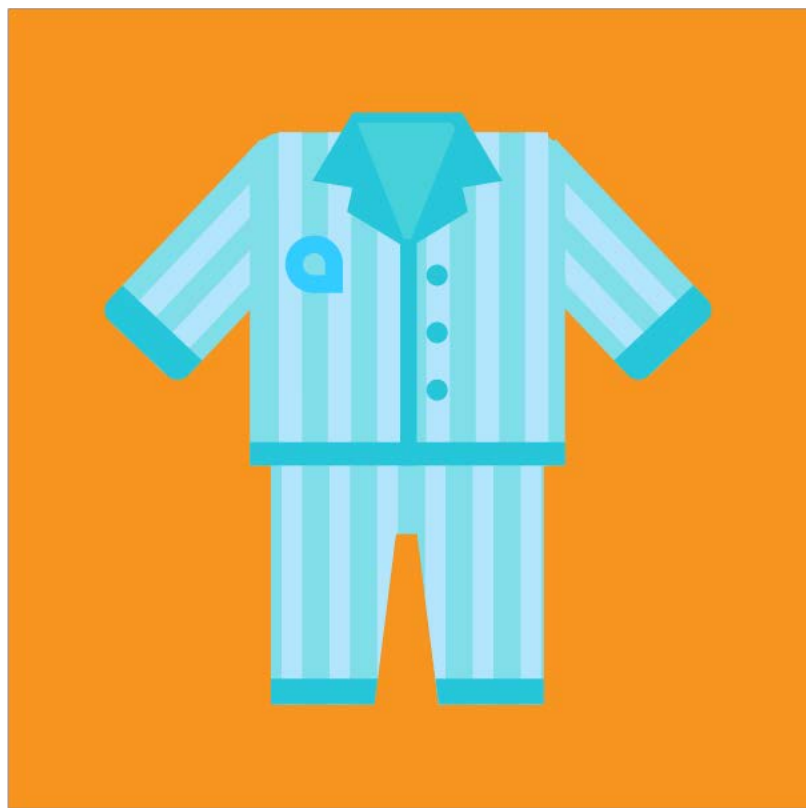
**Workout Outfit**

Enjoy yoga and a fun run with Acumatica or take advantage of your free time with a quick workout!



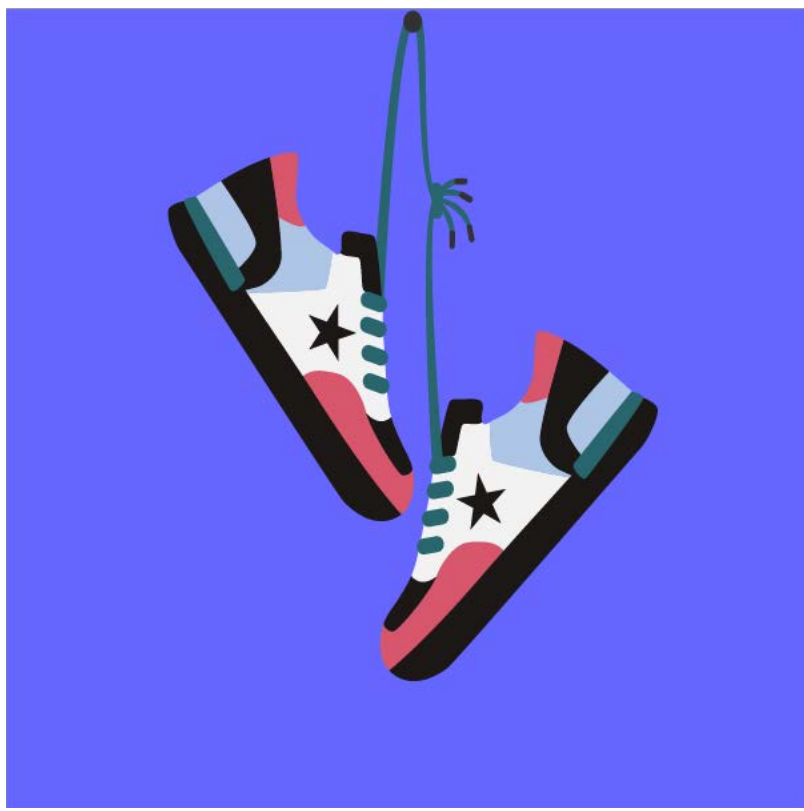
**Swimsuit**

Enjoy the hotel’s lazy river and take a dip to relax!



**Sleep Outfit:**

Pack some cozy pajamas to ensure a good night sleep!



**Tennis Shoes**

Easy to slip on and comfortable to wear, you wont be wearing dress shoes the entire time you travel!



**Dress Shoes**

Make sure you put your best foot forward with your favorite, smart (and comfortable) dress shoes.



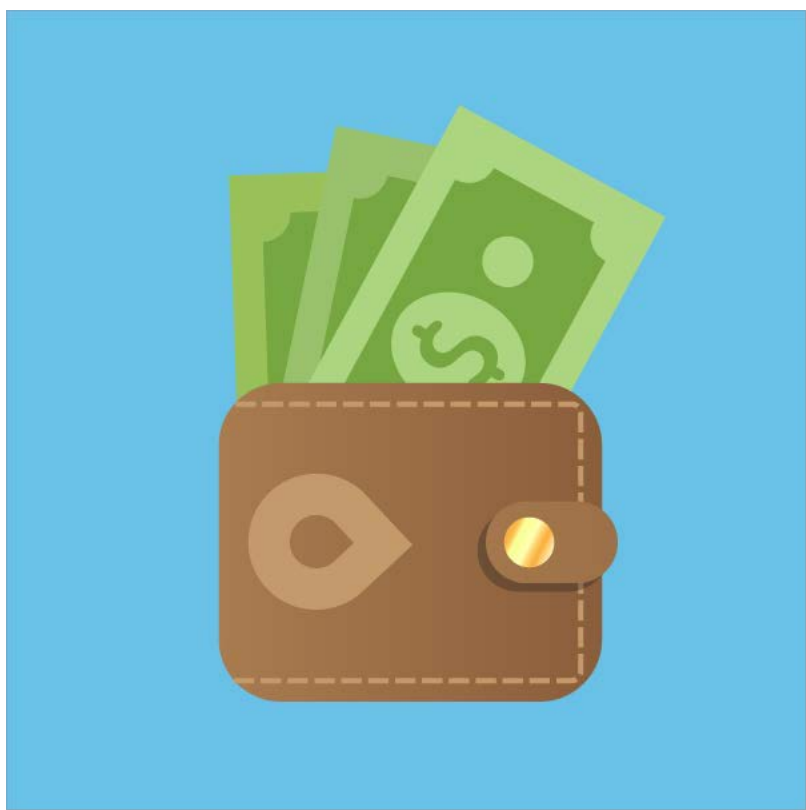
**Dress Shirts**

Pack a dress shirt for each night you will be away to ensure you’re always fresh and ready for action!



**A Good Night’s Sleep**

Don’t forget to get the rest you need for a boost in energy and optimal performance!



**Emergency Cash**

Better to have it and not need it, than need it and not have it!



Sunday, January 27, 2019

12:00pm – 8:00pm

Registration Open  
Hackathon

5:00pm – 8:00pm

Welcome Reception, Event Kick-off Highlights:

- MVP Award Recognition
- Enterprise Software Podcast recording LIVE!
- Solution Exhibitor Showcase Opens
- 90 Minds Expo Crawl

AGENDA

Monday  
January 28, 2019

7:00am – 8:30am

Solutions Showcase Open

7:30am – 8:30am

Attendee Breakfast

8:30am – 10:00am

Acumatica Summit 2019  
Day 1 Opening Keynote

10:30am – 11:45am

General Sessions

- Partner
- Customer
- Developer

11:45am – 1:00pm

Attendee Lunch  
Analyst Luncheon

11:45am – 3:00pm

Solution Showcase Open

1:00pm – 5:00pm

Breakout Sessions  
for these Tracks:

- Customer
- Construction
- Marketing
- Product
- Sales
- Developer

6:30pm – 10:00pm

Celebration Party

Tuesday  
January 29, 2019

6:00am – 7:00am

Yoga Rise & Shine Class  
Acumatica Houston Fun Run

7:00am – 8:30am

Solution Showcase Open

7:30am – 8:30am

Attendee Breakfast

8:30am – 9:50am

Acumatica Day 2 Keynote

9:50am – 3:15pm

Solution Showcase Open

10:00am – 12:00pm

Breakout Sessions  
for these Tracks:

- Customer
- Construction
- Marketing
- Product
- Sales
- Developer

12:05pm – 1:00pm

Women in Technology Luncheon  
International Luncheon

1:00 – 3:00pm

Breakout Sessions  
for these Tracks:

- Customer
- Construction
- Marketing
- Product
- Sales
- Developer

3:15pm – 4:30pm

Acumatica Summit 2019  
Closing Keynote

4:30pm – 6:00pm

Solution Showcase Ends

4:30pm – 7:00pm

Training Registration Opens

Wednesday, January 30, 2019 – Friday, February 1, 2019

7:30am – 8:30am

Attendee Continental  
Breakfast

8:30am – 5:45pm

Training Sessions:

- Customer
- Partner

12:00pm – 1:00pm

Attendee Boxed Lunch

6:00pm

Open Evening  
(dinner on your own)



# TRACKS

## ACUMATICA SUMMIT 2019 TRACKS

Figure out which tracks will most benefit you and your business.

With a variety of information available; be sure to get to know the different areas of knowledge we will be covering.





# CUSTOMER TRACK

## MONDAY - TUESDAY

As an Acumatica customer, you invest time and energy in your Acumatica solution. It's one of your organization's most valuable assets—and the best way to keep getting the most from that asset is to continue expanding your knowledge of it. That's why Acumatica's annual Summit is a must. Summit offers motivating keynote presentations, engaging networking events, and a stimulating track of breakout sessions—specifically designed for Acumatica customers and prospective customers—that presents just the right balance of product education, business best practices, and roundtable discussions. Meet and share with fellow customers. Learn from product and industry experts. And find out for yourself why Acumatica users return to Summit year after year.





# CONSTRUCTION TRACK

MONDAY - TUESDAY

Acumatica Construction Edition was launched last year at the Summit, and we are excited to introduce a new Construction Track this year! Whether you're already using Acumatica Construction Edition or are interested in learning more, we have a multitude of construction specific educational and roundtable sessions geared just for you.

This track includes several 50-minute learning sessions covering a variety of topics from an overview of Acumatica Construction Edition to features relevant for the specific personas (e.g. accountant, project manager, field supervisor) and a lightning session showing the various ISV solutions. In an interactive panel session, you'll hear from industry experts their perspective on trends in construction technology, regulations and the economy to help prepare you for the future.





# MARKETING TRACK

## MONDAY - TUESDAY

Over the last 10 years, there has been a major shift in B2B marketing. This shift is driven by a change in the customer buying process, with more and more customers doing their research online before contacting a vendor. This shift essentially changes the role of marketing. As marketing is moving deeper into the sales cycle, going from primarily driving branding and awareness to lead generation – acting as a pre-sales arm of the organization. This means that, ultimately, you need to be where your prospects are, when they are there, and serving up the information they need. Your marketing plan is what will drive that.

We encourage all marketing functions to attend this track to receive a comprehensive marketing and sales approach to achieving your 2019 goals as well as visibility into Acumatica's marketing strategy and execution plans.





# PRODUCT TRACK

MONDAY - TUESDAY

Acumatica never stops innovating. In the product track we focus on recent changes as well as functionality coming in the 2019 R1 release.

This track is ideal for consultants, presales engineers, and customers who want to understand best practices and learn about the inner workings of Acumatica. In this track, we explain more of the details associated with many of the demos during the keynote and provide a deeper look at key topics like vertical editions and reporting.





# SALES TRACK

MONDAY - TUESDAY

This track is a must for business owners and sales professionals who are on the front line, closing deals and converting a prospect to a customer for life! The topics we will cover will vary from understanding your competition and creating a winning strategy, to understanding the breadth of our ISV relationships and using them effectively to win deals. We will have some great discussions on how the ERP landscape has evolved, and how you can strategically plan for success and take your business to the next level.





# DEVELOPER TRACK

## MONDAY - TUESDAY

We are excited to offer another dedicated track of sessions just for Developers! Whether you are just starting your cloud journey with Acumatica or an expert Acumatica partner developer, writing application code with Acumatica for years, you can learn something new about our xRP Platform by attending the Developer Track at Acumatica Summit 2019. This will be an action packed, two days with 8 breakout sessions, being kicked off by our own General Developer Track Session. You'll hear from Acumatica & Partner developers, sharing great developer insights into best practices and efficient programming techniques on our platform. Besides foundational sessions on Web Services Integration and the xRP Framework, we will have two of the sessions focusing on advanced developer topics. We'll also have our Lightning Sessions back again this year – quick hitting, fun sessions modeled on the popular TedTalks.







# THANK YOU

[SUMMIT.ACUMATICA.COM](https://summit.acumatica.com)