

# CompTIA Community Forum

March 20-21, 2018 | Chicago Marriott Downtown



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# Agenda - 20 March

10:15 - 11:45 a.m.

## The Emerging Technology Community

|  |   |
|--|---|
| <input type="checkbox"/> 10:15 – 10:25 | <b>Welcome &amp; Introduction to the Community:</b><br>Paul Cronin, BoD, IT Careers Founder   |
| <input type="checkbox"/> 10:25 – 10:55 | <b>Round Table Discussion:</b><br>Jay McBain, Principal Analyst - Global Channels, Forrester  |
| <input type="checkbox"/> 10:55 – 11:25 | <b>2018 Initiatives:</b><br>Ted Cole, Founder, Twelve Leadership Consulting LLC &<br>Mike Haines, Director of Worldwide Channel Incentive Strategy & Program Design,<br>Microsoft |
| <input type="checkbox"/> 11:25 – 11:45 | <b>Recruitment and Engagement Plan:</b><br>Meredith Caram, Assistant Vice President AT&T  |

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# *The Emerging Technology Community – Intro and Welcome*

Paul Cronin, BoD, IT Careers Founder

CompTIA®

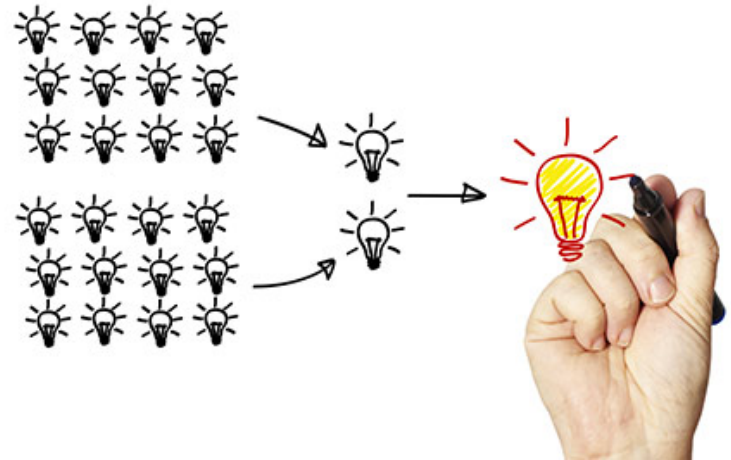
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# Introduction to the Community

# Purpose of Communities:

- *Grow our Businesses & Contribute to the Industry*
- Your Role:
  - Teach and learn from peers
  - Participate and contribute
  - Shape the future of the industry
- Benefit to You:
  - Networking
  - Education
  - Making a difference



# Who are we?

# CompTIA<sup>®</sup>

Growing IT Businesses  
and Careers

#UKCCBristol18

## Who We Are

CompTIA is a Global  
Tech Trade  
Association and the  
Voice of the Industry

## Our Mission

Advance the Tech  
Industry

## Our Members

Tech Solution  
Providers, Vendors,  
Distributors and  
Consultants  
Coming Soon-Tech  
Professionals, Educators  
and Students

Insights + Tools

Communities  
+ Councils

Advocacy

Philanthropy

Certifications

Events + Training

Standards



Join Today  
[CompTIA.org/register](https://CompTIA.org/register)



## Communities



Advancing Diversity  
in Technology  
COMMUNITY



Advancing Women  
in Technology  
COMMUNITY



ANZ Channel  
COMMUNITY



Canadian IT Business  
COMMUNITY



Cloud  
COMMUNITY



Future Leaders  
COMMUNITY



IT Security  
COMMUNITY



Managed Services  
COMMUNITY



Technology  
Lifecycle Services  
COMMUNITY



UK Channel  
COMMUNITY

## Councils



Channel  
Advisory Board



Business Applications  
Advisory Council



Drone  
Advisory Council



Robotics  
Advisory Council



Space Enterprise  
COUNCIL



Human Services IT  
ADVISORY GROUP



State & Local Govt and Education  
COUNCIL

CompTIA Communities are the foundation of the Association's  
initiatives, programs, education and research.

# Welcome EC Members

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**Meredith Caram**, Assistant Vice President, AT&T



**Suzanne Edwards**, Head of Education and Qualification Design and CEO, Enlighten



**Julia Moiseeva**, Director, FinTest



**Ted Cole**, Founder, Twelve Leadership Consulting LLC



**Mike Haines**, Director of Worldwide Channel Incentive Strategy & Program Design, Microsoft



**David Tan**, Chief Technology Officer, CrushBank



**Paul Cronin**, BoD, IT Careers Founder



**Jay McBain**, Principal Analyst - Global Channels, Forrester



**Scott Zahl**, VP/GM Advanced Computing Division, Ingram Micro

# What do we do?



# What we do?


- **Thought Leadership:** Have our finger on the pulse of new tech, and provide insight and direction to members and industry
- **Education:** Provide guidance to the next generation on tech's impact, its adoption, and preparing the workforce of the future to engage successfully with these solutions
- **Adoption:** Actionable intelligence to help businesses critically evaluate and capitalize on new technology
- **Actionable Insight:** Help new technology positively impact the lives of others

# How do you get involved?



# Use Sign-in Sheets to Get Involved

CompTIA COMMUNITIES



CompTIA Community Forum  
Chicago Marriott, Chicago, IL  
Tuesday, March 20, 2018  
10:15 – 11:45a.m.

| Name | Company | Please add my name to the following: |  |                  |  |
|------|---------|--------------------------------------|--|------------------|--|
|      |         | Join the EmTech Community            | Participate on Subcommittee or Working Group | Blog Contributor | Participate in an Emerging Technology Panel Discussion |
|      |         |                                      |  |                  |  |
|      |         |                                      |  |                  |  |
|      |         |                                      |  |                  |  |
|      |         |                                      |  |                  |  |
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|      |         |                                      |  |                  |  |
|      |         |                                      |  |                  |  |
|      |         |                                      |  |                  |  |

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# *The Emerging Technology Community – Round Table*

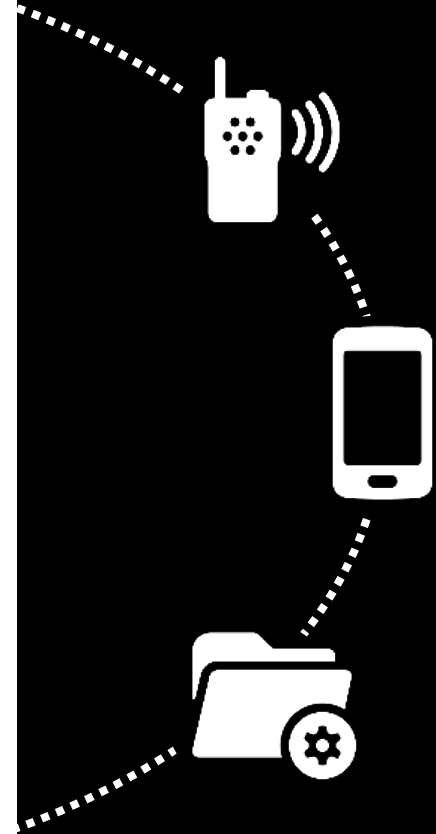
Jay McBain, Principal Analyst - Global Channels, Forrester



# What should we focus on in 2018?



AI / Machine Learning  
AR / VR  
Automation  
Biometrics  
Blockchain  
Drones  
IoT  
Quantum Computing  
3D Printing  
5G



# What should we focus on in 2018?

1. Stack rank the 10 Emerging Technologies from top to bottom.

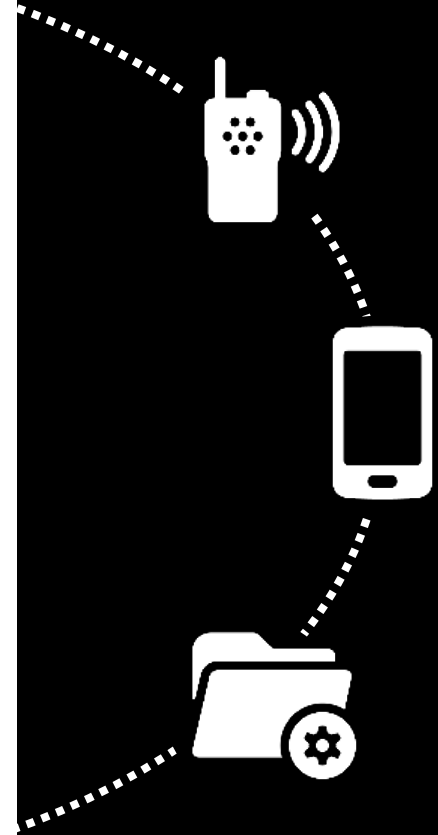
2. Ask your team, is this a near-term opportunity?

3. Did we miss any Emerging Tech? Comments? Suggestions?

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# *The Emerging Technology Community – 2018 Initiatives*

Ted Cole, Founder, Twelve Leadership Consulting LLC &  
Mike Haines, Director of WW Channel Incentive Strategy & Program  
Design, Microsoft

## 2018 Initiatives

### 1. Methodology for Emerging Technologies

- Nominate – define a boilerplate
- Regular Assessments
- Lifecycle – when does an emerging tech go mainstream

## 2018 Initiatives

### 2.Sources

- Customers, solution providers and vendors
- Research firms
- Industry publications
- CompTIA Communities
- CompTIA Councils

## 2018 Initiatives

### 3.Share

- 2-way communications to share pain points, potential solutions, competitive advantages
- Align emerging technologies with primary and adjacent industries
- CompTIA Communities
- CompTIA Councils
- Assess competencies and dependencies
- Educate the workforce after identifying the gaps preventing adoption



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# *The Emerging Technology Community – Recruitment and Engagement Plan*

Meredith Caram, Assistant Vice President, AT&T

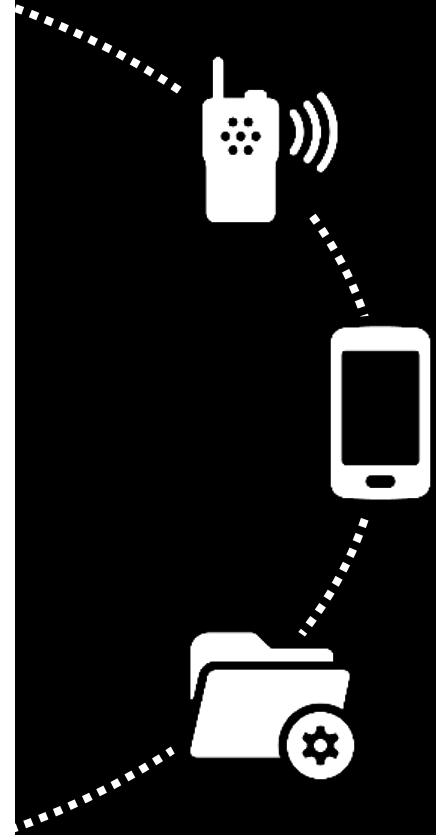


Introducing  
*Emerging Technology Community*

Ride the next wave of emerging technologies



Opportunity to grow



CompTIA



- 
- ▶ **Openness.** Transparency & trust
  - ▶ **Thought leadership.** Focused, collaborative & responsible
  - ▶ **New Technologies.** Capable of changing the status quo
  - ▶ **Data driven insights.** Factual & better decision making
  - ▶ **Innovation.** Question it, & raise your voice
  - ▶ **Education.** Learning never stops
  - ▶ **Adoption.** In & with everything



1

# Growth

# RECRUITMENT

Grow community to 200 members in our first year

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Create robust community-specific social media platform

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Identify and recruit thought leaders through members

---

Promote group through various communication channels





2

# Engagement



# ENGAGEMENT PLAN



Webinars & research pieces



Attend & speak at external events



Leverage traditional & social media



LinkedIn articles & blogs



Infographics & videos



Community member surveys



Ideas

GET ENGAGED



Follow @CompTIA  
Tweet #CCFChicago

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Follow CompTIA &  
CompTIA Emerging  
Technology

**THANK YOU!**

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# *The Emerging Technology Community – Charity*

Estelle Johannes, Director Communities, CompTIA

## Charity Selection Process:

CompTIA Giving  
will donate **\$10,000**

on behalf of the

**The Emerging Tech Community**

to charities selected by the community





## Charities Guidelines 2018

Em Tech Community can give one charity \$10,000 or two charities \$5000 each.

Em Tech Community can choose their own charities or donate to one or two of the recommended charities.





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# *Wrap up & Closing*

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***Thank You!!***