

Partner Day - NYC

Workshop Descriptions:



Welcome - Dave Vieregg

Our VP of Partners Dave Vieregg welcomes you to New York City and provides a brief introduction of what to expect during Keaper/Partner Day NYC which includes the opportunity to connect with your colleagues face to face, a chance to hear from our founders on the direction of the company and the product and to learn business growth ideas designed to accelerate your agency or business.



Keap Company Vision - Clate Mask

Keap's CEO and Co-founder Clate Mask shares the why behind the additions to the Keap product family and the impact it will make on our mutual customers and the future of the company. Hear firsthand from our CEO our commitment, purpose, and how we'll continue to innovate and improve to deliver a consistently great Partner and Product experience for all users. Let's celebrate that Keap can now serve small businesses at ANY stage of their growth!



Product Keynote - Scott Martineau

Keap's VP of Product and Co-founder Scott Martineau shares details around the Keap product family and how the additions to the suite will help us both meet our goals – to provide a family of products that can serve small businesses no matter what stage of growth they're in. Scott will share improvements and new product features while demonstrating how Keap and Infusionsoft's versatility aligns with our customers and partners business growth strategies.



Campaign Builder Workshop - Mychal Edelman

In this session Keap's Technical Account Manager, Mychal Edelman examines some of the most successful automation campaigns created in Campaign Builder. He will demonstrate recent automation use cases that can be used in your business or for your clients. This session includes both strategy and implementation and is great for anyone who feels they haven't maximized their Keap application to the fullest.



Business Builder Workshop - Dean Mercado

A session focused entirely on growing your business! Start with packaging/bundling strategies that showcase your existing service offerings. Next, learn pricing best practices and how to maintain your competitive edge. Now that you've got a great offer, we'll share ways to market it and make it compelling to your audience. You'll also learn effective ways to generate more leads and add more prospects to your funnel.



Partner Panel led by Jeremy Vijsma

Hear from Keap Partners while they share their struggles and successes! During this interactive panel our partners will be asked how they managed the transition from Infusionsoft to Keap. They'll share stories of how they've succeeded placing clients in the new products and tactical initiatives they've used for generating new prospects. We've left plenty of time at the end of this panel for questions from the audience!

Interested in sponsoring? Contact devlyn.parsons@keap.com.
Contact your Regional Partner Manager for additional questions.

