

# Agenda — at a — Glance



# GOVERNMENT IT SALES SUMMIT



Thursday November 16, Reston, Virginia

7:00 a.m. - 5:00 p.m.

Registration open  
*Conservatory, level 1*

7:00 a.m. – 8:00 a.m.

Breakfast  
*Conservatory, level 1*

*By invitation breakfast: Talent retention:  
Impact on government project success  
Lake Thoreau, level 2*

8:15 a.m. – 9:20 a.m.

Welcome  
*Grand Ballroom, level 2*

**Geopolitics meets the spectrum of war - Beth Sanner**  
*Former Presidential Intelligence Briefer, Former Deputy Director of National Intelligence  
Grand Ballroom, level 2*

9:20 a.m. – 9:30 a.m.

Break

## Tracks Optimize your business Technology trends Critical impact – Preparing for the future

9:40 a.m. – 10:25 a.

Market intelligence briefing: Department of Defense  
*Grand Ballroom, level 2*

Citizen experience  
*Regency Ballroom, level 2*

Effective public sector marketing (even on a budget)  
*Lake Anne, level 2*

10:35 a.m. – 11:20 a.m.

Market intelligence briefing: Federal civilian agencies  
*Grand Ballroom, level 2*

AI acquisition: Challenges in the government  
*Regency Ballroom, level 2*

Transitioning from legacy hardware infrastructure to distributed hybrid multi-cloud: Has it lived up to expectations?  
*Lake Anne, level 2*

11:20 a.m. – 11:35 a.m.

Break

11:45 a.m. – 12:30 p.m.

Market intelligence briefing: State, local, and education  
*Grand Ballroom, level 2*

Implementing zero trust: Challenges, lessons learned and applications beyond the DoD  
*Regency Ballroom, level 2*

Post-quantum security: How quantum computers are changing how we secure our systems  
*Lake Anne, level 2*

*By invitation:  
SEWP VI kickoff  
Lake Thoreau, level 2*

12:30 p.m. – 1:10 p.m.

Lunch

1:20 p.m. – 1:50 p.m.

“State of the industry” panel  
*Grand Ballroom, level 2*

2:00 p.m. – 2:45 p.m.

Market intelligence briefing: How federal dollars flow to the states  
*Regency Ballroom, level 2*

Integrating ESG priorities in government acquisition: Challenges and solutions  
*Lake Anne, level 2*

Fundamentals of Selling IT to the federal government  
*Lake Fairfax, level 2*

How to simplify your IT contracts strategy  
*Lake Thoreau, level 2*

2:45 p.m. – 3:00 p.m.

Break

3:10 p.m. – 3:55 p.m.

Public sector IT contracting and compliance update  
*Lake Thoreau, level 2*

Managing data on a global scale: JADC2, GEONIT, and HHS  
*Lake Anne, level 2*

Whole-of-state approach in SLED governments  
*Regency Ballroom, level 2*

How to use AWS as a faster GTM and procurement vehicle  
*Lake Fairfax, level 2*

4:15 p.m. – 7:30 p.m.

Vendor expo and networking reception  
*Grand ballroom, level 2*

# Hotel Map



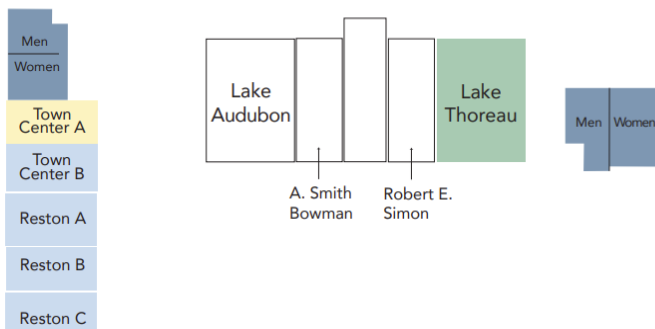
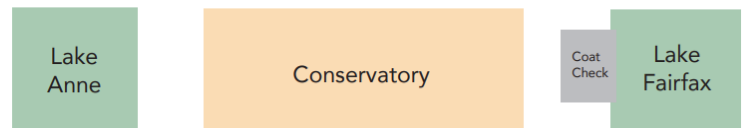
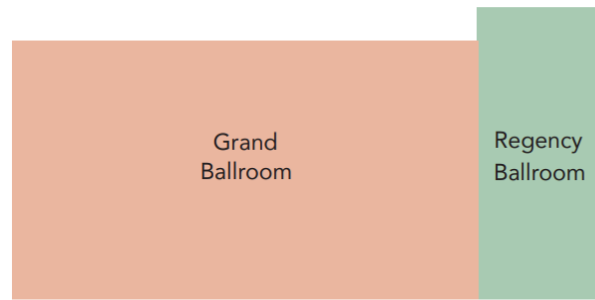
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### Floor plan key

- Keynote/expo/reception
- Session rooms
- Speaker lounge
- Diamond and platinum sponsor meeting rooms
- Registration
- Coat Check
- Restrooms



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