



It's hard to believe we are just a couple of weeks away from being together again face-to-face at the 2022 ASAP Global Alliance Summit in Tampa, FL. Our goal is to ensure that you have the best possible experience not only in-person at the conference, but virtually pre and post conference.

One way to do that is to make sure you have downloaded our mobile app, **Attendify**. The app has the most up-to-date information regarding, agenda and gives you the ability to connect 1:1 with other attendees, in addition to our speakers. If you haven't already downloaded the app to your mobile device, please do so as soon as possible to begin your conference experience today. See links below for help with access to the conference app.

- If you already have the Attendify app on your phone from a previous ASAP conference; [Click here](#)
- Downloading the Attendify app for the first time? [Click here](#)

Master Classes

Originally rolled out virtually during the Covid pandemic, ASAP is excited to continue the master class programs, listed below are the two sessions:

Wednesday, April 20th 1:00 – 2:30

Session 207: [Go-to-Market Best Practices: Strategies to Balance Indirect and Direct Sales, Reduce Channel Conflict, and Manage Competition](#)—presented by Vantage Partners

Thursday, April 21st 1:00 – 2:30

Session 107: [Helping Your Partners Help You: Using the Power of Positive Influence](#)—presented by *The Rhythm of Business*

Note: attached to this email is the pre-read for this session. It can also be accessed in the mobile app in tools/resources or within the schedule, session 107.

ASAP Alliance & Partnership Roundtables

Our five concurrent ASAP Roundtables will touch on various issues that are critical to getting alliances off and running and keeping them on the path to success. Led by seasoned facilitators, these roundtables offer a great opportunity to discuss and share ideas with your peers on problems and challenges relevant to your work. Listed below are the featured topics.

- Staying Connected with Partners
- Launching Alliances for Success
- How Advances in M&A Bring New Life to Alliance Management



- How to Engage the C-Suite
- When Giants Collaborate

Alliance Excellence Awards

We are excited to announce and celebrate all of the awards finalists during the conference opening on Wednesday, April 20 at 8:00 a.m. Please be sure to join us at the Alliance Excellence Awards Reception that evening to toast to all the finalist.

Sponsor Shoutout

ASAP would like to thank [allianceboard](#), [BTD Consulting](#), [Impartner](#), [The Rhythm of Business](#), and [Vantage Partners](#) for their commitment to ASAP and help in making the 2022 ASAP Global Alliance Summit a success!