



Connect and Engage User Conference 2023

AUGUST 21 - 23, 2023 | MILWAUKEE MARRIOTT DOWNTOWN

Monday, August 21st

5:30pm – 7:30pm CST	Registration (sponsored by LJB Group – ARMOR) and Cocktails Location: Library Foyer
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Tuesday, August 22nd

7:30am – 8:30am CST	Registration (sponsored by LJB Group – ARMOR) <ul style="list-style-type: none">Location: Library Foyer Breakfast <ul style="list-style-type: none">Location: Ballroom	
8:30am – 9:00am CST	Kick-Off and Opening Remarks <ul style="list-style-type: none">Location: Ballroom	Led by: <ul style="list-style-type: none">Michael Clayton – President & CEO
9:00am – 10:30am CST	Product Roadmap for VBASoftware with Updates on the Rollout of Project Argonaut, VBAJudicate and VBAutomate <ul style="list-style-type: none">Location: Ballroom	Led by: <ul style="list-style-type: none">Rich Pierce – Chief Technology OfficerMatt Salerno – Software Architect
10:30am – 11:00am CST	Coffee and Snack Break <ul style="list-style-type: none">Location: Conference HallTake some time to engage in our app leaderboard community challenge and the photo contest.	
11:00am – 11:30am CST	Product Roadmap for VBAGateway <ul style="list-style-type: none">Location: Ballroom Optional Learning Lab <ul style="list-style-type: none">Location: Mayor's Room	Led by: <ul style="list-style-type: none">Jessica Lockhart – EVP Sales & MarketingShawn Mann – Director of Application Services
11:30am – 12:00pm CST	Product Roadmap for VBAAnalytics <ul style="list-style-type: none">Location: Ballroom Optional Learning Lab <ul style="list-style-type: none">Location: Mayor's Room	Led by: <ul style="list-style-type: none">Jessica Lockhart – EVP Sales & Marketing
12:00pm – 1:00pm CST	Lunch <ul style="list-style-type: none">Location: Conference Hall	
1:00pm – 2:00pm CST	Reporting Today and Tomorrow: Everything You Need to Know About VBASoftware Canned Reports, Process Automation and Bold Reports <ul style="list-style-type: none">Location: Ballroom	Led by: <ul style="list-style-type: none">Rich Pierce – Chief Technology OfficerMatt Salerno – Software ArchitectKris Kirchner – Data Systems Manager
2:00pm – 3:00pm CST	How VBA Solutions Work Together to Make Your Operations Run More Efficiently <ul style="list-style-type: none">Location: Ballroom Optional Learning Lab <ul style="list-style-type: none">Location: Mayor's Room	Led by: <ul style="list-style-type: none">Peter Verbeten – Director of Product ExperienceJohn Buchanan – Software Intelligence Engineer

3:00pm – 3:30pm CST	Coffee and Snack Break <ul style="list-style-type: none"> Location: Conference Hall Take some time to engage in our app leaderboard community challenge and the photo contest.
3:30pm – 4:30pm CST	Client Connection Time: An Opportunity for Clients to Showcase How They Use VBA Solutions and Share Best Practices <ul style="list-style-type: none"> Location: Ballroom Optional Learning Lab <ul style="list-style-type: none"> Location: Mayor's Room
5:00pm – 8:00pm CST	Cocktails & Appetizers/Dinner & Networking <ul style="list-style-type: none"> Location: East Town Kitchen + Bar (<i>connected to hotel lobby</i>)

Wednesday, August 23rd

7:00am – 8:00am CST	Breakfast <ul style="list-style-type: none"> Location: Ballroom
8:00am – 8:30am CST	Ask Us Anything: An Open Forum for Q&A with the VBA Executive Team <ul style="list-style-type: none"> Location: Ballroom
8:30am – 9:00am CST	Artificial Intelligence: How VBA is Harnessing the Power of AI to Improve Our Solutions and Services <ul style="list-style-type: none"> Location: Ballroom
9:00am – 9:30am CST	15 Years of Innovation: VBA & AWS Partnership Milestone! <ul style="list-style-type: none"> Location: Ballroom
9:30am – 10:00am CST	Coffee and Snack Break <ul style="list-style-type: none"> Location: Conference Hall Take some time to engage in our app leaderboard community challenge and the photo contest.
10:00am – 11:00am CST	Hot Topic – Care Management: How to Use VBASoftware and VBAanalytics to Provide Concierge Service to Members, Improve Quality of Care and Manage Costs <ul style="list-style-type: none"> Location: Ballroom Optional Learning Lab <ul style="list-style-type: none"> Location: Mayor's Room
11:00am – 12:00pm CST	Hot Topic - Reinsurance: All Your Questions Answered, from VBASoftware and VBAanalytics Best Practices to Client Use Cases <ul style="list-style-type: none"> Location: Ballroom
12:00pm – 12:45pm CST	Lunch <ul style="list-style-type: none"> Location: Conference Hall
12:45pm – 1:00pm CST	Closing Remarks/Departure

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