



## What is MSPGeekCon?

MSPGeekCon is the first conference built around a technician's journey through their career and how to prepare for success. We've built around the journey of technical growth from Tier 1 to Tier 3, focusing on people, process, and automation.

## What's so special about MSPGeekCon?

MSPGeekCon is the first conference from the crew that runs MSPGeek, a free community that has served MSP/MSSP/CSP/TSPs for the last ten years. This conference is sponsored by vendors who have been vetted based on their participation in the community and their focus on our industry. It is the first conference of this type to focus on the growth and development of the technician holistically as a vital part of the MSP/MSSP/TSP and will help technicians of any skill level take another step upward.

## Who is MSPGeek?

A community built by service providers, office admins, technicians, and business executives working to stay ahead of the rapidly changing technical and security landscape, and how it relates to operating an MSP/TSP.

All of us are looking to provide our partner base and clients top-notch service, eager to provide the best-in-class products and solutions. We work together to help solve their problems, and our own, sharing and collaborating on techniques to keep efficiency at a maximum.

Our community admins not only help run and give back to the community but are also a part of MSP life. Most of the admin staff are involved in various positions and roles running an MSP/TSP, while others service the MSP space in consulting, development, or implementation of solutions and best business practices.

For more information, come check out our community on Discord or visit [mspgeek.com](https://mspgeek.com).



## What is the Investment for MSPGeekCon?

The conference pass is \$399, which includes lunch and dinner on the 22nd and all meals on the 23rd. We recommend a hotel for at least 3 nights (block rate is \$179/night), and then travel costs and incidentals. Depending on where you're coming from and plane tickets or car rentals, we could see this being a \$1500 investment for your company.

## What if I am lean on staff right now?

We get it. We're all running a little lean right now. Here are a few reasons this is still a good investment for one or more of your technicians.

Force Multiplier for your business. Your technician is going to come back with a myriad of experience and tools that they can use to improve processes and automations so that you can become even more efficient and effective.

Networking means more visibility and possibility for adding to your team. What better place to find new technicians than in a community of very good technicians? Especially one where your technician has already made friends and has seen their technical aptitude? We all know people who hired their next great tech through MSPGeek! Who knows, maybe your technician will come back with a lead for another teammate.

You're investing in Team Building. Going to conferences is a great way to build camaraderie and memories as a team. Late night conversations, problem solving, these are all opportunities for your team to reconnect in a neutral environment.

It's a Short Time Commitment. MSPGeekCon is Sunday - Tuesday. We'll have your technician headed back to you Wednesday so you can finish the week strong with all the new tools and experiences to add to your business!

## What's the ROI?

The cost is relatively low. For less than the cost of a new laptop (we figure your technician is worth a good bit more than one of those to you), you can invest in the professional development of your technician, and subsequently the improvement of your company. While this event is small, it's packed with real-world, valuable, and vetted content. We're inviting key



thought leaders and technologists in the channel to not only teach, but to host hands-on workshops, live demonstrations, and curated conversations. Our leadership team are all conference veterans, and we're determined to provide far more value than the major conferences that demand twice and three times our conference fee.

It's possible you have the money already set aside for Continuing Education and want to invest it wisely. MSPGeekCon is hands-down the best way to invest those funds. While there are tons of other Continuing Education opportunities, we pride ourselves on the quality of content and community, which is available 24/7/365 for your team, for free. Choosing to send your technician to MSPGeekCon is going to help them galvanize the connections and knowledge with hands-on experience with the latest industry developments and product innovations from a community of technologists who already have a proven track record of fixing, sharing, and teaching.

This event is going to make a difference in your tech and in our industry. This event will be an opportunity for your technician to learn within a community of individuals much like themselves, which is refreshing and invigorating. We've been intentional about removing the traditional trappings of conferences. No fluff, vendors are limited in their reach, and the clear focus is the building and sharing of knowledge. It's an entirely new thing, and a chance for your technician to make a difference in our industry. If your tech is asking you to go, they feel this event is important for their personal and professional development. It's like a tiny vacation but allowing them to hyperfocus on the things that make them great – the things you hired them to do.

This event is going to make a marked difference in your business. Your technician is going to come back with insight, advice and motivation from people who have walked in their shoes, as well as from people who have walked through business experiences and problems your team hasn't encountered yet. The hands-on workshops, vetted vendor list, and unique educational tracks mean your team is going to be primed and ready to implement the projects and tools to take you to the next level. This isn't any ordinary conference. We believe that a rising tide raises all boats and we're going to do everything we can to make sure your team gets the most out of our time together.