



ADP Partner Advantage Summit 2023

With great partners come great possibilities



Agenda

Monday: April 24, 2023

12:00 pm – 2:30 pm **Registration & Meet the Experts**

3:00 pm – 3:15 pm **Welcome Remarks, ADP Partner Advantage Update, Justin Esposito**

3:15 pm – 4:15 pm **Better Together - Partner Strategy, Joe DeSilva** *President Global Sales*

At ADP, we understand business today looks nothing like it did yesterday. The right HR data paired with modern, agile tools and technology is required to create a people centered workplace. And while work can be unpredictable at times, having the right partner by your side makes all the difference. In this session, Joe DeSilva will showcase ADP's commitment to supporting the growth of our partner community and enhancing the experience of our mutual clients through the ADP Partner Advantage Program. We encourage your feedback on how we can increase your value as a trusted advisor and grow your business.

4:30 pm – 5:30 pm **What's next for the U.S. labor market? Nela Richardson** *Ph.D., ADP Chief Economist and Co-Head of the ADP Research Institute*

Nela Richardson will share her data-driven insight into our unsettled economy and discuss how global trends are shaping the U.S. labor market. Nela and her team at the ADP Research Institute produce the monthly National Employment Report and Payroll Report and are sought-after voices on the U.S. economy.

6:30 pm – 9:30 pm **Welcome Reception, Andaz**

Tuesday: April 25, 2023

8:00 am – 9:00 am **Breakfast & Meet the Experts**

9:00 am – 10:30 am **Experience Matters, Amin Venjara** *General Manager of Data Solutions*, **Vipul Nagrath** *SVP – Head of Product Management*, and **Andrew Miller** *Sr. Director of Product Management*

Join us for this three-part session that will include:

- How to use data-driven insights to better understand your clients' workforce data so you can ultimately develop stronger business strategies and transform their workforce - so you can work smarter today, for a better tomorrow.
- A glimpse of the enhancements made to the ADP Workforce Now experience as well as new API integrations to better understand how together we can help our clients, and their employees adapt to the changing world of work.
- An overview of Partner Access and how you can better leverage the analytics provided to identify meaningful trends, expose potential issues, and reveal areas of opportunity within your clients' industry and company.

10:30 am – 11:00 am **Break**

11:00 am – 12:00 pm **Partner Advantage Program Success, Laura Brown** *President of Major Accounts & Canada*

Join Laura for a fireside chat with partners and their clients to hear how they are leveraging the ADP Partner Advantage Program to strengthen their business.

Tuesday: April 25, 2023

12:00 pm – 1:00 pm **Lunch & Meet the Experts**

1:00 pm – 2:30 pm **Breakout Sessions by Channel:**

- **Accountant, VAR and PE Breakout Session:** How ADP now solves for complex Project Based Industries, **Kit Dickinson** Operations Executive

Project based companies have unique payroll and job costing requirements not available with most HCM vendors. ADP has expanded our capabilities to address these specific needs. This session will provide top macro and micro environmental trends and demonstrate product enhancements specifically for complex job-based markets such as Construction, NFP, Professional Services and Manufacturing & Distribution.

- **Broker Breakout Session:** Joint Selling to Win Together & Win More, **Sean Wood** VP Broker Channel and **Jason Robertson** VP Broker Channel - National Partners

An interactive workshop to create a joint selling roadmap grounded in the differentiating tools you have access to through your ADP partnership.... Leave with an expertly curated joint value prop and co-selling story to win market share together followed. The ADP Partner Advantage Program has everything you need to help you win.

- **Carrier Breakout Session:** Strategic Carrier Partnership Workshop, **Lisa Lent** Service Executive, Benefits & Talent Solutions, **Amanda Pope** Director of Carrier Relations

In this interactive workshop you will have the opportunity to hear from your peers on measuring impacts of key partnerships, ROI of APIs and learn about solutions of the future that may meet your needs.

2:30 pm – 4:30 pm **Meet the Experts & Networking**

5:15 pm – 5:30 pm **Buses to Evening Event**

6:00 pm – 9:00 pm **Wrigley Mansion**

Wednesday: April 26, 2023

8:00 am – 9:00 am **Breakfast & Meet the Experts**

9:00 am – 10:30 am **Breakout Sessions by Channel:**

- **Accountant, VAR and PE Breakout Session:** Best Practices to Accelerating your Profitability, **Amin Venjara** General Manager of Data Solutions and **Panel of Partners**

A two-part session focusing on accelerating profitability using ADP's data and analytics. First, hear from our data expert on how ADP DataCloud and the data mashup capabilities can empower your business intelligence to help you enhance the way your clients make business decisions today. Then, hear from top firms highlighting their best practices to identify cross sell opportunities within their firm by leveraging the data from ADP.

- **Broker and Carrier Breakout Session:** Enhancements to ADP Workforce Now Benefits, **George Michaels** General Manager, Specialty Center of Excellence

During this session you'll learn more about the enhancements made to ADP Workforce Now Benefits as well as a sneak peek at some exciting new changes on the roadmap.

10:30 am – 11:00 am **Break**

11:00 am – 12:00 pm **Keynote - Fireside chat with Max Homa**

A native of Burbank, California, Max Homa attended Cal-Berkely where he graduated in 2013 after winning the individual NCAA Division 1 Men's Golf Championship. Since joining the PGA TOUR in 2014, Max Homa has earned multiple career wins and now ranks as one of the top 10 players in the world. Four of Max's professional wins have come from his home state, and since 2020, Max ranks first on the PGA TOUR in wins in the Golden State with an impressive 123 under-par in California events. Homa currently resides in Scottsdale, Arizona with his wife, Lacey, his yellow lab, Scotty, and the newest addition to their family, his son, Cam.

12:00 pm – 12:30 pm **Closing Remark, Justin Esposito**