A screenshot of a video game

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**Helpful Links**

**Event Homepage:** <https://connect.comptia.org/channelcon>

**Registration Page:** <https://connect.comptia.org/channelcon/register-and-plan/register>

**Agenda:** <https://connect.comptia.org/channelcon/agenda>

**FAQ Doc:** <https://connect.comptia.org/channelcon/register-and-plan/faq>

**About CompTIA ChannelCon Online**

There’s a whole world of opportunity waiting for you—ways to grow your business and advance the tech industry, more adoption of emerging technologies, diversity and workforce initiatives, cybersecurity approaches, and solution-selling strategies. Join other tech innovators and thought leaders online for two days of learning, collaborating, and developing the skills necessary. It’s your chance to get out there and do more.

* **Expand Your Network, Brand and Connections**

Has it been a while since you’ve journeyed outside your current customer base, circle of partners, and comfort zone? If so, ChannelCon Online is the ideal platform to extend your reach and strive to reach new heights. It’s your chance to engage with peers, friends and industry leaders to build new relationships that lead to more business—and success.

* **Reach for the Stars with More Benefits and Membership Value**  
  CompTIA membership offers an impressive array of benefits, including our member-led communities, Technology Interest Groups and the CompTIA ISAO. Start the conversation with some of the industry’s thought leaders and learn how to solve your most pressing business challenges, brainstorm new ideas, and contribute your inspired ideas to help move the industry forward.
* **Launch Your Next Move in the Solutions Showcase**  
  Technology innovations are critical to finding new ways to help your customers be more productive, efficient, and profitable. Explore the ChannelCon Online Solutions Showcase and discover the latest and greatest tech products and services and interact with the experts that know them best! Use the MyChannelCon app to search exhibitor profiles, join company-hosted events, receive special offers, and much more.
* **Discover a Galaxy Full of Trends and Research**  
  ChannelCon Online is your invitation to hear firsthand the important trends and research from recognized industry professionals, peers and experts—all from the comfort of your desk. Get the information you need to help your business grow and succeed.

**Key Messaging Points**

* **LIFT OFF (When):**Broadcasting live Tuesday, August 3, and Wednesday, August 4. Regional in-person reception details to be announced soon.
* **JOIN THE CREW (Who):**ChannelCon Online is completely **FREE** and open to everyone in the business of technology around the world. Tune in for the two-day digital event from the comfort of your home or office (or rocket ship) and then, if you’re comfortable, reunite with your industry peers at one of our intimate regional receptions.
* **FLIGHT PLAN (Agenda):**We are hard at work curating an informative and inspiring two days of learning, connecting, and developing the tools necessary to grow your business. Sessions will include topics ranging from cybersecurity strategies and workforce development trends to emerging tech innovations and actionable business-building solutions. You’ll discover the latest and greatest tech products and services and form lasting partnerships in our interactive Solutions Showcase. If you’re in the business of technology, this is the one event you won’t want to miss. Check out the [agenda](https://mychannelcon.comptia.org/agenda)!
* **Pricing:**There is no cost to attend.

**Sample Newsletter Placements**

* **CompTIA ChannelCon Online 2021**

Registration is open for ChannelCon Online 2021, the top annual event for everyone interested in the business of technology. The education and information portions of ChannelCon Online 2021 will center on four main themes: cybersecurity strategies, workforce development, emerging technology innovations and business-building solutions. Visit [ChannelCon Online 2021](https://nam02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fr.smartbrief.com%2Fresp%2FnWapCkmTdLDntLzqCidmwLBWcNNthd&data=04%7C01%7Cbboldt%40comptia.org%7Ca6b2c332b3074de65e0308d91c78c46a%7C8c39a7ffe0774d1c9a1c7431fe5eb465%7C0%7C1%7C637572127301453447%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=OkocqvbE4X6m157AHTPu5DWIArifh5O0azrQ4ehITMs%3D&reserved=0) for more information.

* **Former White House CIO to speak at CompTIA ChannelCon Online 2021**

Theresa Payton, the first woman to serve as White House CIO and a respected authority on cybersecurity, is among the featured speakers on the agenda for ChannelCon Online 2021. Payton is scheduled to deliver keynote remarks on cybersecurity—the anatomy of a cyberattack, how it can damage companies and customers, and prescriptive steps to help thwart attacks. Visit [ChannelCon Online 2021](https://nam02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fr.smartbrief.com%2Fresp%2FnWpyCkmTdLDnuFaZCidmwLBWcNfjQy&data=04%7C01%7Cbboldt%40comptia.org%7C9abef4248a404413ca0e08d920640f4f%7C8c39a7ffe0774d1c9a1c7431fe5eb465%7C0%7C0%7C637576436415294606%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=dGNjHDxoOzn2IS7RIp%2FDyyrbuTNVJnXJMMUKh7Fx1Yw%3D&reserved=0) for more information and to register for the top annual event for anyone interested in the business of technology.

* **Get ready to explore more in the world of tech August 3-4!**

Join <*company name>* for an out-of-this-world digital event full of inspiring and educational content to help you stay on top of tech industry trends and build a more successful business. [Register today](https://connect.comptia.org/channelcon/register-and-plan/register).

**Sample Social Media Posts**

Now is the perfect time to consider what the IT industry will look like moving forward. Join me for #ChannelCon, a digital event Aug. 3-4 from @CompTIAConnect that will empower you to Explore: <https://www.comptia.org/channelcon>

Explore the amazing world of tech and resources from @CompTIAConnect at #ChannelCon! Join us online Aug. 3-4: <https://www.comptia.org/channelcon>

Tune into #ChannelCon Aug. 3-4, a live virtual event inviting you to Explore the world of tech from @CompTIAConnect: <https://www.comptia.org/channelcon>  
Join #ChannelCon, the world’s largest vendor-neutral IT event, from the comfort of wherever wifi finds you. See you Aug. 3-4: <https://www.comptia.org/channelcon> @CompTIAConnect

Make time to attend the only digital event focused on growing your IT business. Register now for #ChannelCon and tune in Aug. 3-4: <https://www.comptia.org/channelcon> @CompTIAConnect

More than ever, your tech business needs the resources and networking available to the @CompTIAConnect community. Join us Aug. 3-4 for #ChannelCon, our largest virtual event of the year: <https://www.comptia.org/channelcon>

Get a clear view of where the IT industry is going in these uncertain times at #ChannelCon, a virtual event Aug. 3-4 aimed at helping you explore your options: <https://www.comptia.org/channelcon> @CompTIAConnect