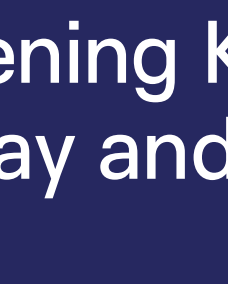


Path to Applied Net for Sales and Marketing Professionals

With multiple keynotes, 120+ sessions, a fully digital tradeshow floor and more, we realize the event may seem a little overwhelming, especially in a virtual format. To make it as enjoyable and easy to navigate as possible, we asked our internal experts to build custom agendas for all roles, lines of business and regions. By using our Path to Applied Net guides, you can quickly view recommended sessions, support and optimization opportunities, and the hottest booths to stop by at the exhibit hall. Plus, discover ways to have fun and connect with fellow attendees at exclusive evening events and "braindates" (think like-minded networking and brainstorming). So, when it comes time to build your agenda for this exciting 4-day live event (and month of on-demand enjoyment!), use this guide to get the most out of Applied Net the second you step through our virtual front door.



GET INSPIRED with Opening Keynotes on Monday and Tuesday

TAYLOR RHODES
Chief Executive Officer
Applied Systems
MONDAY, AUG 23
11:00 A.M. – 12:00 P.M.
Opening Keynote

Don't miss Taylor Rhodes as he discusses all the exciting changes happening at Applied and how we've never been more focused on delivering innovation in all that we do to be your indispensable partner. Taylor will also announce BRAND-NEW products that we're introducing to solve some of your greatest challenges.

BRIAN LANGERMAN
Chief Executive Officer
Applied Client Network
MONDAY, AUG 23
11:00 A.M. – 12:00 P.M.
The Applied Client Network Advantage

Hear Brian Langerman discuss how the Applied Client Network is an essential resource for you to make the most of your Applied technology investment.



MICHAEL HOWE
Chief Product Officer
Applied Systems
MONDAY, AUG 23
12:00 – 12:45 P.M.
Product Portfolio Keynote

Tune in as Michael Howe walks through how our technology is creating greater connectivity and efficiency across all lines of your business.



RICH BELANGER
Chief Technology Officer
Applied Systems
MONDAY, AUG 23
12:00 – 12:45 P.M.
Product Transformation Keynote

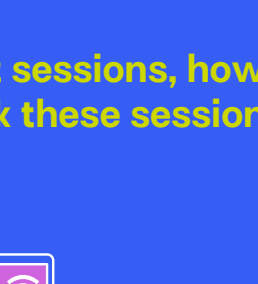
Listen in as Rich Belanger talks through how we're transforming the underlying technology of our products to provide you more simplicity and intelligence.



TREVOR BUNKER
Chief Customer Officer
Applied Systems
TUESDAY, AUG 24
11:00 – 11:45 A.M.
Customer Success Keynote

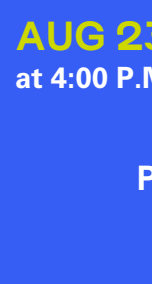
Get the 411 from Trevor Bunker on our new approach to customer success and how we're focusing on outcomes (vs. just activations) for your business.

- Be sure to hop online before each keynote kicks off to hear peer testimonials, recognize award honorees and learn about some of our awesome sponsors.



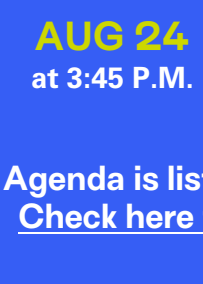
Grab Your Notebook, It's Time to Learn

With so many great sessions, how do you choose?
It's tough but we think these sessions just scream you:



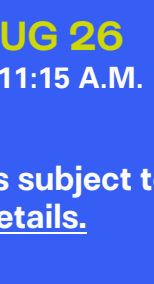
Applied Marketing Automation: Introduction and Overview

AUG 23
at 4:00 P.M.



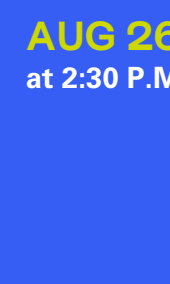
How to Launch an Effective Content Marketing Strategy That Won't Take Over Your Life

AUG 24
at 3:45 P.M.



Advanced Sales Pipeline and Opportunity Reporting

AUG 26
at 11:15 A.M.



7 Secrets to Creating Compelling Content

AUG 26
at 2:30 P.M.

Please Note: Agenda is listed in ET and is subject to change.
[Check here for the latest details.](#)

Have a product-related question after one of your sessions?
[Make an appointment with an Applied software expert to get your burning questions answered or to learn how to take your Applied product proficiency to the next level.](#)

Let's Braindate This Year

Network On a Whole New Digital Level

Everyone at Applied Net (including you!) has valuable knowledge and a unique perspective. Our all-new networking platform Braindate makes it easier for you to connect with other people in a more natural and selective way.



You can schedule 1:1 or group conversations (via video chat) called "braindates" with fellow attendees around shared areas of interest. Discussion topics can be personal or professional – anything you're passionate about. Braindates are a perfect way to connect beyond education sessions and share your knowledge and expertise with others or learn from them. The question isn't why braindate, it's why not?!

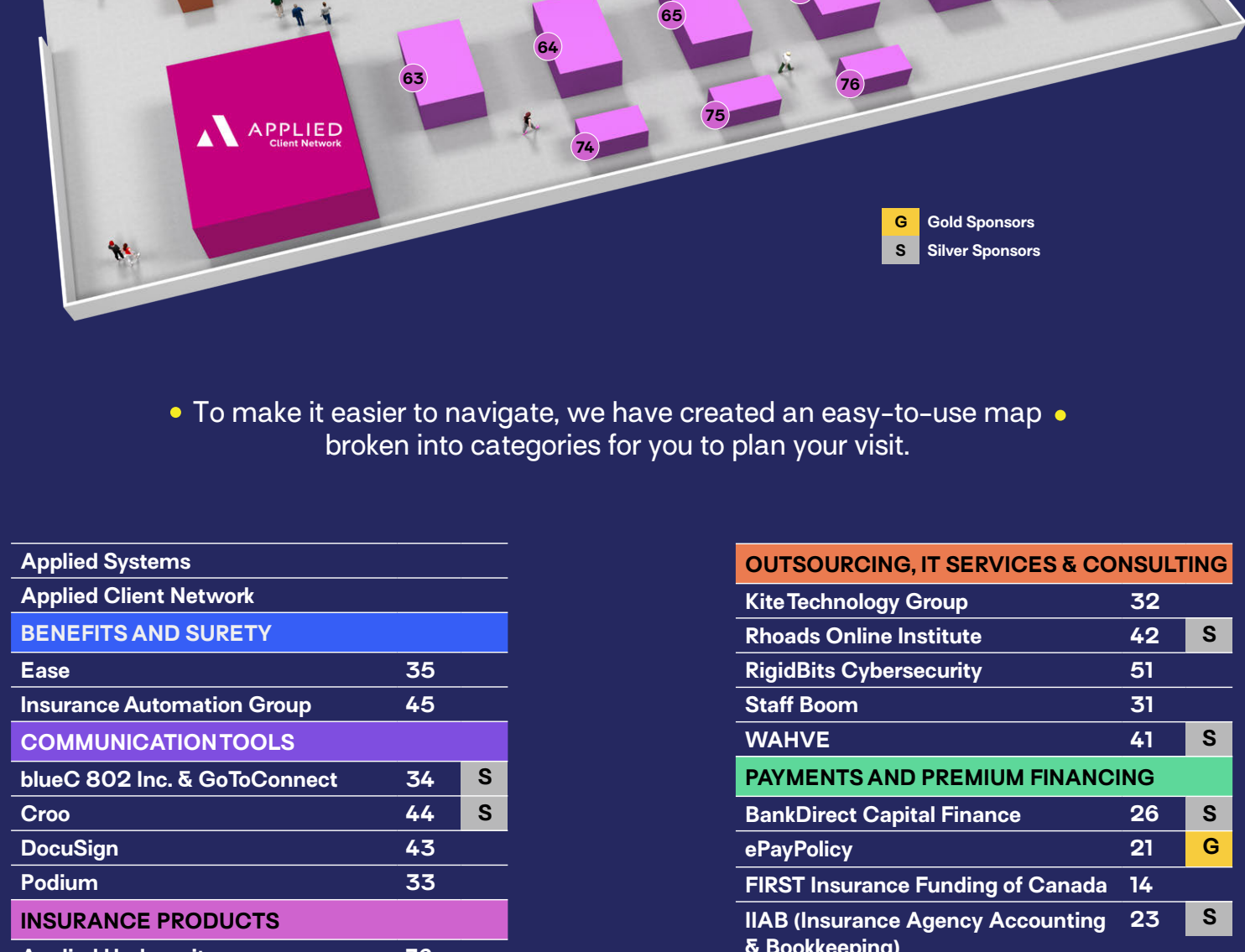
Read this [blog post](#) for the 411 on Braindate, including what qualifies as a braindate topic and how the platform works.

APPLIED | NET EXCHANGE

Be One of the First to See the Latest and Greatest

They say, "seeing is believing." See our awesome new products and transformative updates in action in our virtual expo hall, the Applied Net Exchange. During designated exhibit hours, you can join live demos and connect online with tech experts.

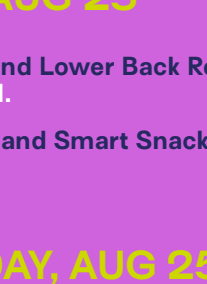
You can also meet with more than 35 sponsors and exhibitors to learn how their products and technologies can enhance your competitive value. Not to mention, you can win prizes while learning and networking by visiting the booths of sponsors who are participating in our Passport 2 Prizes game.



- To make it easier to navigate, we have created an easy-to-use map broken into categories for you to plan your visit.

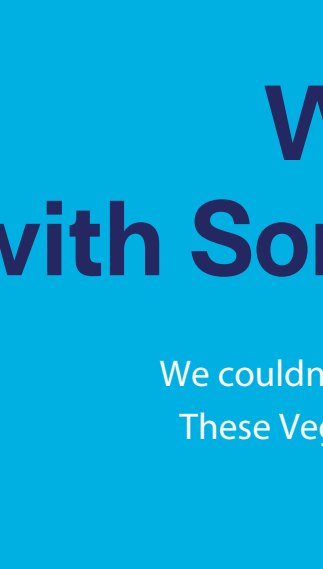
Applied Systems	
Applied Client Network	
BENEFITS AND SURETY	
Ease	35
Insurance Automation Group	45
COMMUNICATION TOOLS	
blueC 802 Inc. & GoToConnect	34 S
Croo	44 S
DocuSign	43
Podium	33
INSURANCE PRODUCTS	
Applied Underwriters	76
AgentSync	64 S
American Specialty Insurance	65
Encova	66 S
MiniCo Insurance	67 S
Nationwide	58 G
Liberty Mutual Insurance	63 S
Pathway	28 G
Pennsylvania Lumbermens Mutual Insurance Company	74
The Cincinnati Insurance Company	75 S
The Hartford	68 G
The Travelers Companies	38 G

OUTSOURCING, IT SERVICES & CONSULTING	
Kite Technology Group	32
Rhoads Online Institute	42 S
RigidBits Cybersecurity	51
Staff Boom	31
WAHVE	41 S
PAYMENTS AND PREMIUM FINANCING	
BankDirect Capital Finance	26 S
ePayPolicy	21 G
FIRST Insurance Funding of Canada	14
IIAB (Insurance Agency Accounting & Bookkeeping)	23 S
Imperial PFS	24 S
SimplePin	15
Simply Easier Payments	25 S
WorldPay from FIS	16



Take a Break and Reset Your Mind and Body

Everyone needs a mental and physical break during back-to-back meetings. So, we've incorporated fun 15-minute health and wellness breaks throughout each day. Join Danielle Schulz for mindful meditation, stretching techniques and other fun activities you can do right from your desk that are sure to re-energize you and get you over the mid-day slump.



MONDAY, AUG 23

Neck, Shoulder and Lower Back Relief
12:45-1:00 P.M.
Smoothie Demo and Smart Snacking
1:45-2:00 P.M.

WEDNESDAY, AUG 25

Pressure Point Massage
12:00-12:15 P.M.
Mindful Meditation Techniques
3:00-3:15 P.M.

TUESDAY, AUG 24

Core and Glute Conditioning
12:30-12:45 P.M.
Interactive Goal Setting
3:30-3:45 P.M.

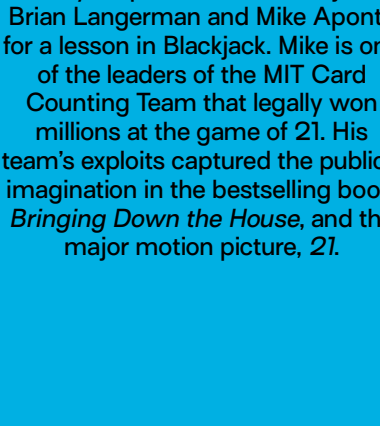
THURSDAY, AUG 26

Full Body Desk Stretch
12:45-1:00 P.M.
De-Stress with Breath
3:00-3:15 P.M.



Wrap-Up Each Day with Some Entertainment On Us

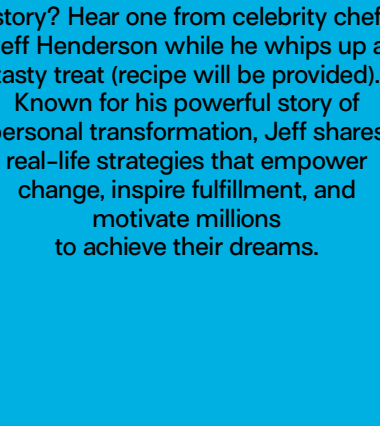
We couldn't see you in Vegas, so we're bringing a taste of Sin City to you. These Vegas-themed evening events are the perfect place to recharge and unwind after a long day of learning.



BLACKJACK MASTERCLASS
with Blackjack Pro Mike Aponte

MONDAY, AUG 23
4:30 – 5:30 P.M.

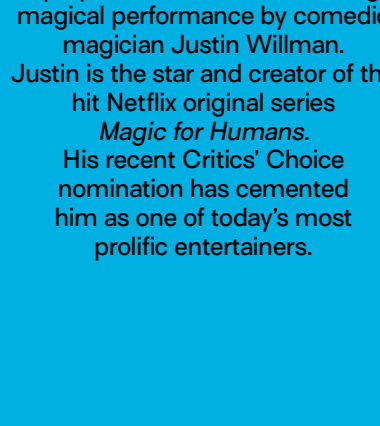
Put your poker face on and join Brian Langerman and Mike Aponte for a lesson in blackjack. Mike is one of the leaders of the MIT Card Counting Team that legally won millions at the game of 21. His team's exploits captured the public's imagination in the bestselling book, *Bringing Down the House*, and the major motion picture, 21.



COOKING DEMO
with Celebrity Chef Jeff Henderson

TUESDAY, AUG 24
4:15 – 5:15 P.M.

Who doesn't love a comeback story? Hear one from celebrity chef Jeff Henderson while he whips up a tasty treat (recipe will be provided). Known for his powerful story of personal transformation, Jeff shares real-life strategies that empower change, inspire fulfillment, and motivate millions to achieve their dreams.



MIND-BLOWING MAGIC SHOW
with Comedic Magician Justin Willman

WEDNESDAY, AUG 25
4:00 – 5:00 P.M.

Be prepared to be amazed during a magical performance by comedic magician Justin Willman. Justin is the star and creator of the hit Netflix original series *Magic for Humans*. His recent Critics' Choice nomination has cemented him as one of today's most prolific entertainers.