



IT NATION  
CONNECT *ANZ*

Transforming MSP businesses  
through the power of community

20-22 August 2025 | Hyatt Regency Sydney

# ABOUT



IT Nation Connect™ ANZ is a three-day premier event for managed service providers (MSPs) in the Asia-Pacific region looking to grow their business value and stay ahead in the rapidly evolving tech landscape.

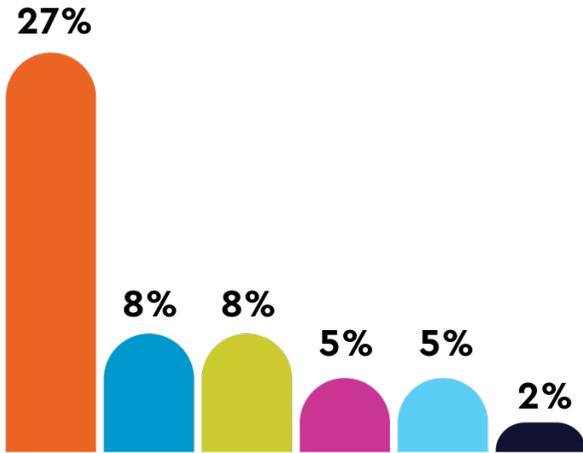
The conference includes information about MSP business transformation and sustainable growth through educational sessions, regional and industry insights, and business connections.

This can't-miss event features a welcoming, fun environment for hundreds of attendees, including regional MSPs, third-party vendors, industry experts, and inspirational speakers.



# DEMOGRAPHICS

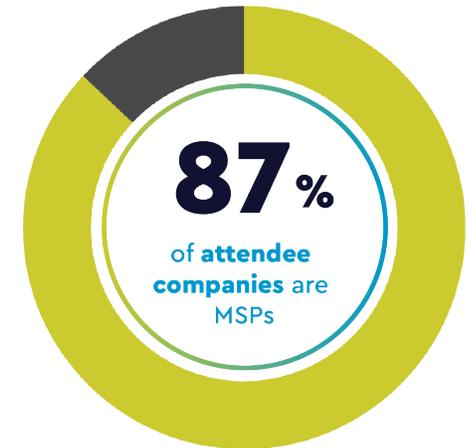
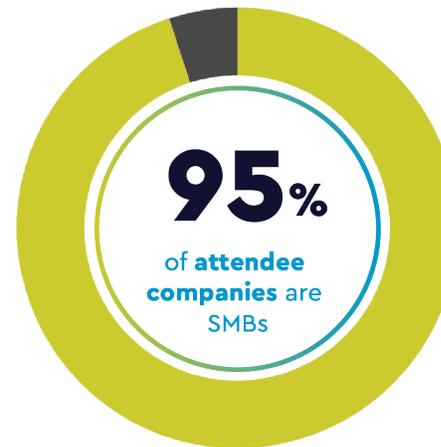
BASED ON IT NATION CONNECT ANZ 2024



- Owner (27%)
- Service & Tech (8%)
- Operations (8%)
- Marketing and Sales (5%)
- IT (5%)
- Other (2%)

## Top Countries Represented

- Australia
- Canada



# WHY ATTEND IT NATION CONNECT ANZ?

## Community Networking

Connect with hundreds of fellow MSPs and industry leaders to build strategic partnerships and share experiences and best practices to expand your service offerings and address similar challenges.

"The transparency and quality of conversations we are having throughout the week is unparalleled at other industry events that I visit. The power of IT Nation is something that we put a very high value on in our business, and I'm trying to invite more and more of not just my leadership but my staff so they have conversations with their peers to drive down the messages we're seeing this week."



**Tim Williams,**  
Founding Director,  
Williams Technology Pty Ltd

## Industry Knowledge

Optimize your business by getting ahead of cybersecurity threats, improving operational efficiency, and discovering new revenue streams through expert-led sessions and proven strategies to enhance service delivery and profit margins.

"My biggest takeaway from this week is to understand the industry a little bit more and what else there is out there in terms of tech and being able to move my business into the next phase that it can be and leverage that so that it can be something that is inspiring not just to myself, but all of my staff."



**Sher Clark, CFO,**  
SouthEast IT

## Practical Strategies

Learn practical steps that can be immediately applied, engage in hands-on training sessions, and access real-world case studies from successful MSPs.

"Apart from lots of little nuggets in each of the breakout sessions, the need to differentiate based on the service you offer."



**Ben Brown, Director,**  
Mason-Brown IT



# AGENDA AND SPEAKER HIGHLIGHTS

One day of pre-conference workshops for hands-on ConnectWise product training or exclusive exhibitor training followed by two days of keynotes, sessions, and networking.

## THERE'S SOMETHING FOR THE WHOLE TEAM WITH TOPICS DESIGNED TO ADDRESS MSP BUSINESS CHALLENGES:

- Becoming the ideal cybersecurity partner to accelerate growth
- Supercharging business through sales and marketing
- Enhancing client relationships
- Redefining service delivery for exceptional outcomes
- Finding, hiring, and retaining talent and scaling teams

## PAST SPEAKER HIGHLIGHTS



**Rachel Bondi,**  
Regional Vice President,  
Microsoft



**Paul Dippell,** VP,  
Ecosystem Evangelism, Service Leadership,  
Inc.®, a ConnectWise company



**Adam Spencer,**  
Comedian and Media Personality



# PAST EXHIBITORS



Acronis



AvePoint

be **FOCUSful**

BeeCastle

bvoip  
perfectly clear

CoreView

Crayon



Datagate

dijital team

emerrion

Evergreen

Evrchat™

getKambium

HostedNetwork

HUNTRESS

ISO365

Josys

LastPass

MACQUARIE

ManageEngine

Manage Protect.

Microsoft

MSP+OS

N-ABLE



ninjaOne.

opollo

pia

rewst

SENDMARC

Sentinel: Recruit

SentinelOne

SherpaTech

SOPHOS

SXIPHER

TechData  
A TD SYNNEX Company

TECHNO  
GLOBAL TEAM  
Let us build your TEAM

THREATLOCKER  
THE FIRST RESPONSE PLATFORM

TimeZest

Vanta

WisePay

XENETH

zen  
CONTRACT

Zerto

## Featured Sponsor



Meet colleagues, get hands-on product training,  
and hear exclusive announcements!

# NETWORKING AND FUN

Networking and building relationships are essential for the success of an MSP, which makes IT Nation Connect ANZ a vital event for industry professionals. With over 500 MSP leaders from around the globe, attendees have the opportunity to connect with peers and industry experts in engaging and collaborative settings, including a pub crawl, welcome reception, meetups, and more.

## NETWORKING

**Intimate, on-site Meetups to meet like-minded peers!**

- Cybersecurity Pros
- Sales and Marketing Leaders
- Women in IT
- System Admins & Automation Geniuses
- Modes Theory Empire Builders



## FUN

- Welcome reception
- Happy hour
- Final celebration

## 2024 Celebration: Madame Tussauds

Attendees enjoyed private access to Madame Tussauds, excellent food, and a showstopping bar. It was a night of unforgettable excitement



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[theitnation.com/connect-anz](https://theitnation.com/connect-anz)

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*SEE YOU AT*  
IT NATION™  
CONNECT  
ANZ

+