

ANZ
Community



CompTIA.

Community Meeting

- W Hotel Sydney
- 25 October, 2023



Together,

We Are The CompTIA
COMMUNITY



Moheb Moses

Manager, CompTIA ANZ Community
Director, Channel Dynamics

#CompTIACommunity

CompTIA®

We would like to acknowledge the Traditional Owners of the land on which we meet today, the Gadigal People of the Eora nation and pay our respects to Elders past and present.

Antitrust, Anti-Harassment, and Diversity

- **Antitrust**

CompTIA has a policy of strict compliance with federal and state antitrust laws.

<https://www.comptia.org/membership/communities-and-councils/antitrust-statement>

- **Anti-Harassment**

CompTIA is committed to providing a safe and welcoming environment at all of our events and forbids unwelcome conduct that is based on an individual's race, color, religion, sex, gender identity, national origin, age, mental or physical disability, citizenship status or any other protected status of an individual.

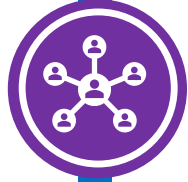
<https://www.comptia.org/contact-us/harassment-complaint>

Diversity

A diverse mix of voices leads to better discussions, decisions, and outcome for everyone. <https://comptia.informz.net/COMPTIA/pages/CompTIAATTD>



#CompTIACommunity



1:00 – 1:30

Registration



1:30 – 2:15

CompTIA Introduction and Update



2:15 – 2:40

Keynote: Peter Strohkorb



2:40 – 3:05

Panel: Mergers & Acquisitions



3:05 – 3:15

CompTIA Donation Recipient: The Smith Family



3:15 – 3:45

Networking Break



Move to Studio 2



3:45 – 4:10

Research Report: State of the Channel



4:10 – 4:30

What Do You Want From Your Community?



4:30 – 5:30

World Café



5:30 – 5:45

Report Outs & Closing



6:00 – 7:00

Networking Drinks



7:00 – 10:00

ANZ Spotlight Awards

ANZ
Community

CompTIA.

Let's Get Started

Who is CompTIA?



- The Computing Technology Industry Association (CompTIA) is a leading voice and advocate for the \$5 trillion global information technology ecosystem; and the estimated 75 million industry and tech professionals who design, implement, manage, and safeguard the technology that powers the world's economy. Through community, education, training, certifications, advocacy, philanthropy, and market research, CompTIA is the hub for unlocking the potential of the tech industry and its workforce. <http://Connect.CompTIA.org>.
- CompTIA is a Vendor-Neutral, Non-Profit 501(c)(6) Trade Association.

2023 Key Areas of Focus



Workforce – Closing the Confidence Gap, Driving Diversity, Filling the Pipeline



Invest in Certification Training and Testing, Drive Revenue to Drive Impact



Industry Leadership for Cybersecurity



Advocates for Closing the Future Gap and Driving the Adoption of Technology



Global Expansion - Grow CompTIA's Reach and Relevance

ANZ
Community

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ANZ Executive Council (2023)



Daniel Johns
MyCISO
(Chair)
Qld



Angela Conlon
Fortinet
(Vice Chair)
NSW



David Norris
Nortec IT
NSW



Jo Masters
Sertifi
NSW



Kelly Johnson
Arrow ECS ANZ
NSW



Susan Searle
Susan Searle
Communications
NSW



Nick Cliff
Tenassia
Vic



Maria Armstrong
Pax8
Vic



Scott Green
Aportio Technologies
Vic



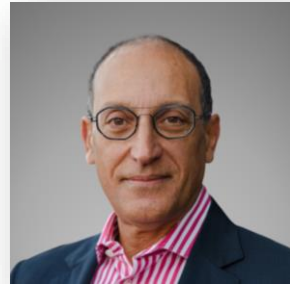
Shaun Witherden
Kaseya
Vic



Warwick Grey
ProjectPartner
NZ



Greg Sharp
ZenContract
NZ



Moheb Moses
CompTIA
(Community Mgr)

ANZ Executive Council (2024)



David Norris
Nortec IT
(Chair)
NSW



Maria Armstrong
Pax8
(Vice Chair)
Vic



Kelly Johnson
Arrow ECS ANZ
NSW



Nick Clift
Tenassia
Vic



Scott Green
Aportio Technologies
Vic



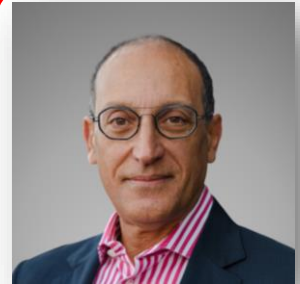
Shaun Witherden
Kaseya
Vic



Warwick Grey
ProjectPartner
NZ



Greg Sharp
ZenContract
NZ



Moheb Moses
CompTIA
(Community Mgr)

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MJ Shoer

Chief Community Officer, CompTIA
CEO, CompTIA Spark

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CompTIA®

How We Serve the IT Industry

Unlock the Potential of Every Individual and Organization in Tech

Certifications

Training

Workforce Solutions

Social Impact

The CompTIA Community

Research

Events



Why the CompTIA Community Exists

It takes a community to collaborate to positively impact individuals, organizations, the industry, and society.

Estelle Johannes

Sr. Director, Member Communities



Why Communities and Committees

Communities – a place where ideas flourish



Get access to incredible people in the industry



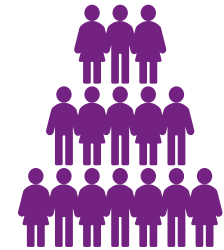
People generously share their knowledge



Vendor neutral, the community represents the industry, not logos & egos



Inspire the future



Make a positive impact to individuals, organisations, industries and society

Global Communities	Committees	Technology Interest Groups	Industry Advisory Councils
ANZ	Diversity, Equity and Inclusion Cybersecurity Emerging Technology Managed Services	Advancing Women in Technology	Artificial Intelligence
ASEAN		Artificial Intelligence	Blockchain & Web3
Benelux		Blockchain	SaaS Ecosystem
DACH		Drone	Channel Development
North America		IoT	Cybersecurity
UK&I			IoT

Global Cybersecurity Taskforce

Global Taskforce



Community Structure

Global Task Force

Global Cybersecurity Task Force



North America
Community



UK&I
Community



Benelux
Community



DACH
Community



ANZ
Community



ASEAN
Community

Advancing Tech Talent and Diversity Committee

Cybersecurity Committee

Emerging Technology Committee

Managed Services Committee

CompTIA ISAO (Information Sharing Analysis Organization)

CompTIA ISAO - Available to ALL MSP/solution provider members

Cyber Forum – online forum, safe space for discussion and collaboration

Threat reports with comments from IT-ISAC analysts

Access to Splunk / TruStar Threat Intelligence Management

Access to Sophos X-Ops Intelix

Access to Cyber Risk Rating powered by Security Scorecard

Monthly Member Meetups every 3rd Wednesday, 2 sessions for our global members. 18 October, 10am CT/4pm BST and 6pm CT/19 October 10am AEDT (*Not recorded, only for members who have registered for the Cyber Forum*)

Access CompTIA ISAO Cyber Forum from my.CompTIA.org



CompTIA Cybersecurity Trustmark

Organizational Accreditation designed specifically for MSPs and solution providers to establish a foundational security program for their organisation

Based on industry accepted best practices across varying controls from globally recognized frameworks

Includes access to a GRC Platform

Participant discussion in the Cyber Forum (private thread)

Weekly calls with Platform Partners, FortMesa and Cybersecurity Program Team members to help you succeed

Join the waitlist at

<https://connect.comptia.org/membership/company/comptia-trustmarks/waitlist>



CompTIA Emergency Response Team

MSP911.ORG

MSP911.ORG

Launched in North America March 2023

Designed to assist solution providers experiencing a security incident or service disruption

Supplements formal incident response relationships with support for: health, family, employee well-being, and experience guidance

Live operators 24/7

Actively looking for volunteers in the UK&I!

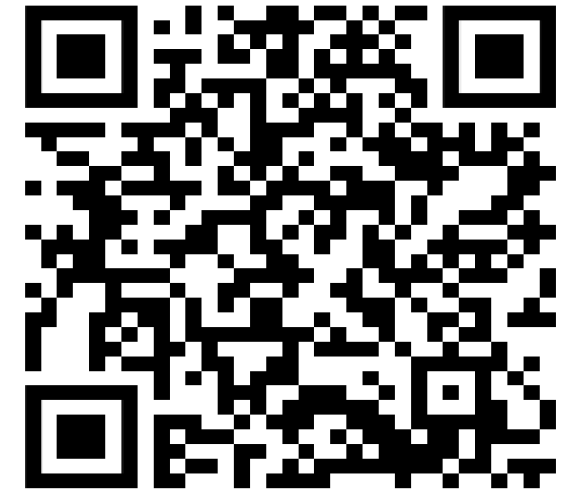
<https://connect.comptia.org/content/lp/comptia-emergency-response-team>

Looking to launch in ANZ in 2024





Learn more and join the waitlist!



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Quy "Q" Nguyen

CEO, Alliance Communications

Vice Chair, CompTIA Board of Directors

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Rose Stamell

Manager, Member Communities
CompTIA

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Barbi Boldt



Rose Stamell



Estelle Johannes

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Peter Strohkorb

Founder and CEO

Peter Strohkorb Sales Advisory

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*The sales environment has changed.
Buyers have changed.
They're not buying like they used to.

Now, your selling needs to adjust.*



Peter Strohkorb
Buyer-Focused Selling Specialist



Who here likes being...

Cold called?

Only 1-2% of cold calls ultimately convert into appointments.
In 2007, it took 3.68 cold call attempts. Today: 8

Spammed with emails?

The average office worker now receives 121 emails per day.

Pitch slapped on LinkedIn?

No one likes being ambushed by pushy salespeople.
It ruins the selling game for everyone.

No one likes being cold pitched.



It's now a Sales Horror Show...

Sales Cycles Are Getting Longer

2023 saw a 24% jump in average sales cycle length, up from 65 to 75 days

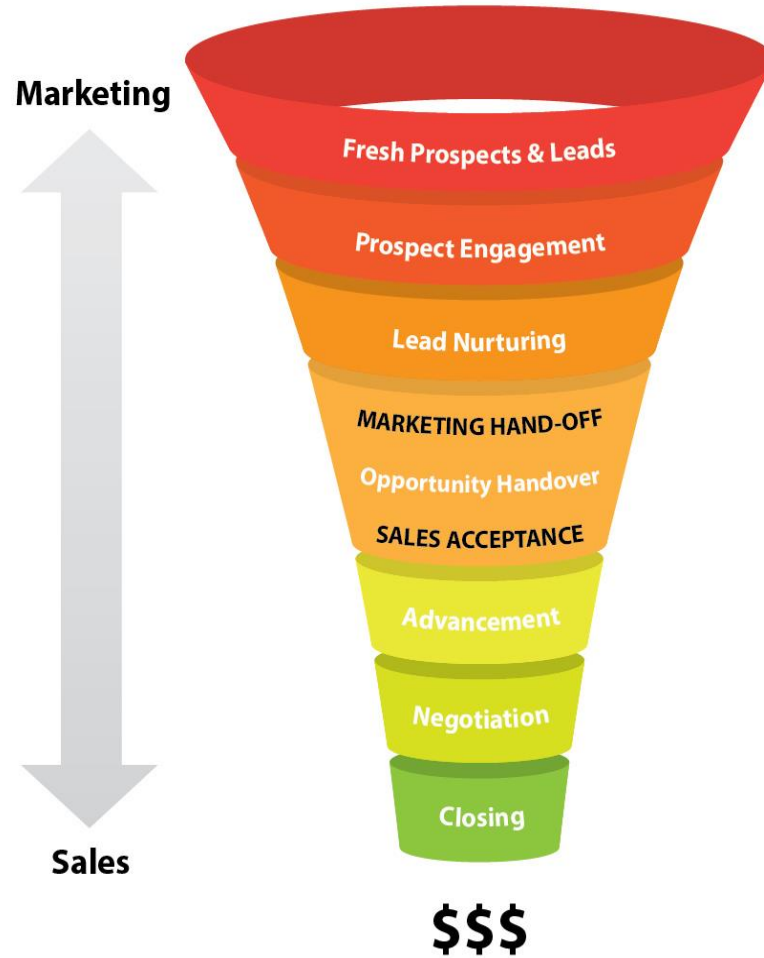
Sales Targets Are Being Missed

Average quota attainment 5 years ago: 63%. Now just 53%.

Put bluntly:

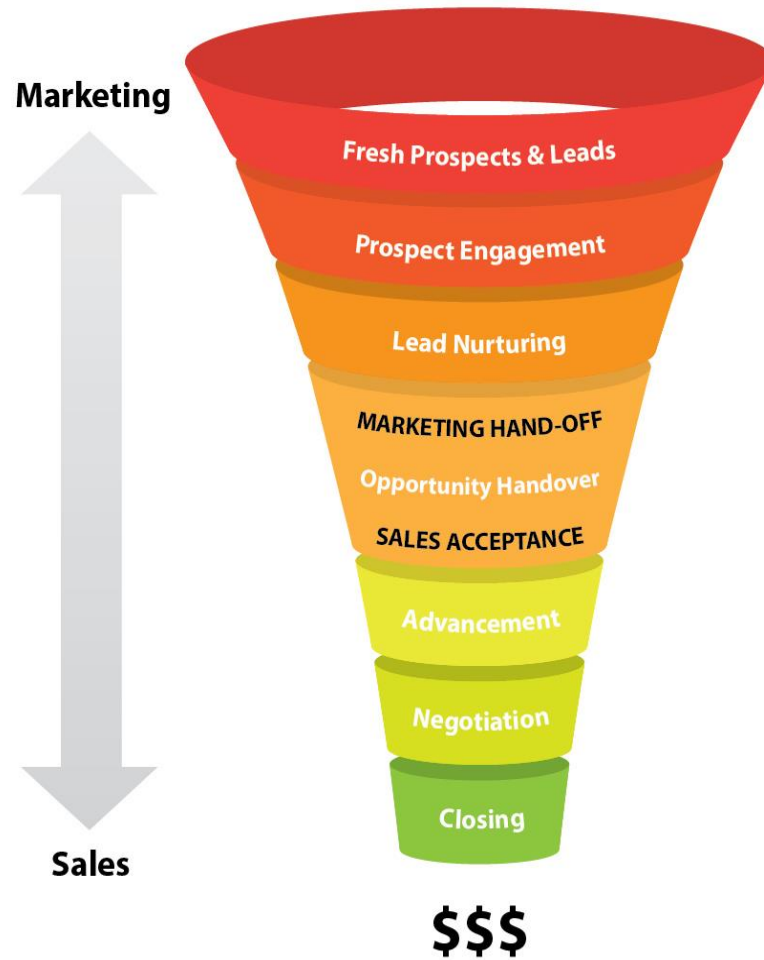
Traditional B2B sales methods are no longer working to engage modern buyers

Quick Poll: “Who Here Is Using This Selling Model?”



The Sales Funnel

Guess: “When Was It Invented?”



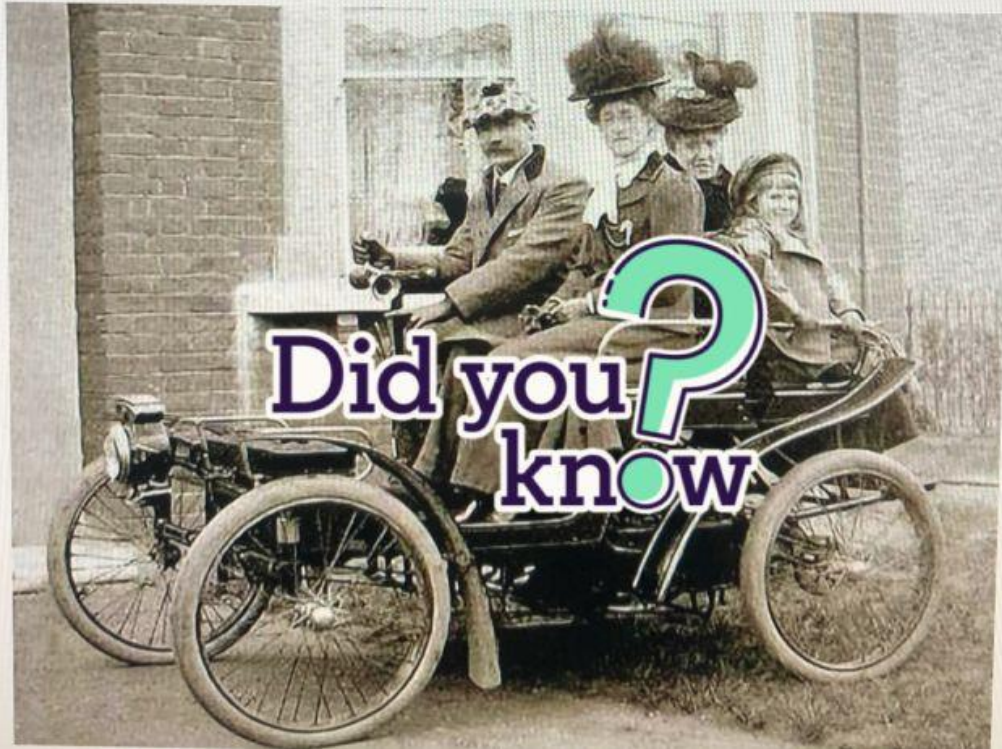
In 1898.

The Sales Funnel

The “Traditional” Sales Funnel Is 125 Years Old!

The Sales Process You Are Using Right Now
Was Invented In 1898.

That's right.
Your Sales Process is as old as the first Automobile.



Are You Still Relying On a 19th Century Selling Model?

It No Longer Works.

It's inward-looking as it...

- Focuses on what sellers want to sell,
- and on how they want to sell it.
- The buyer is almost an afterthought.



Buyers No Longer Want To Buy Like This.

What Buyers Want From Sellers Now.

- Buyers no longer want to be squeezed into a seller's sales process.
- They want sellers to respect their buying process.
- They want a sales strategy and process that guides them right from the first point of contact, down to the point of transaction, and even beyond.



Buyers Now Want To Be Guided By Domain Experts.

Sales Needs An Urgent Upgrade.

Seller/Product-Focused



Upgrade Path

Buyer-Focused



This is 21st Century Selling.

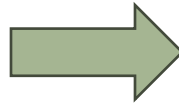
The Buyer-Focused Sales Funnel

- Structured, Proven, Scalable
- Buyer-focus means superior buyer engagement
- Delivering more sales, faster
- 10 x Modern Selling Competencies



This is 21st Century Selling.

Create “Lean-Forward Moments”.



Avoid talking about...

- Your business
- What you do
- What you're selling

“Opening is the new Closing”:

- Build rapport, trust, even respect, by **surprising and intriguing your buyers** with your domain expertise or a controversial point of view.

Promote “The Benefits of the Benefits” (BoB):

- Ask yourself 3 times: “**What does that do** for my buyer?”

Use Storytelling to advance the Sale

- Try my “**3-Step Storytelling Formula**”

Help Buyers Make Informed Buying Decisions.

For your **Free Checklist**
text your email address to
0411 865 301

Thank You.

The Modern Sales Funnel



How Modern Is Your Sales Funnel?

A Checklist for Renewed Sales Success.

Where Are Your Gaps?

Where Are Your Opportunities?

Where Do You Start?





Panel: Mergers & Acquisitions



Ryan Spillane
360 Consulting
CEO



Jo Masters
Sertifi
VP Channel & Int'l Sales



Graham Morgan
Morgan Shaw Advisory
Managing Director



Susan Searle
NEXTGEN Distribution
Director

CompTIA Blog

Buying and Selling: Is Channel M&A That Much of a Thing?



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Estelle Johannes

Snr Director, Member Communities

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CompTIA Philanthropy

The Community Philanthropy Program is designed to allow each community to support a technology-based non-profit of their choice with the objective of supporting workforce initiatives in underserved and underrepresented communities.

Each community is given \$10,000 to benefit one charity, or they may choose two charities at \$5,000 each.

This is a member-only benefit. You must be a member to vote on the community charity.

2023 Community Philanthropy Award Recipients

\$120,000 donated to tech-focused charitable organizations



Accelerating Aotearoa Inc. \$5,000



Apps for Good \$5,000



KiKa \$10,000



The Cyber Helpline \$10,000



Project Tomorrow \$5,000



i.c.stars \$30,000



The Smith Family \$5,000



Ignite Worldwide \$5,000



Teen Tech Charity \$5,000



Innocent Lives Foundation \$30,000



Women in Tech \$10,000



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Anna Hamilton

Partnerships Development Manager
The Smith Family

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MAKE A LASTING IMPACT THROUGH EDUCATION

LET'S CREATE A WORLD WHERE EVERY CHILD
HAS THE OPPORTUNITY TO CHANGE THEIR FUTURE.

100 YEARS OF WORKING WITH AUSTRALIAN FAMILIES

Last year, The Smith Family marked a century of supporting Australian families in need.

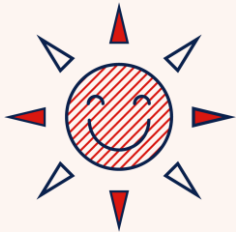
Australian families may be pushed into poverty through a sudden change in their lives, like a serious illness, disability, or job loss.

At The Smith Family, we help children and young people to overcome their circumstances by providing long-term support for their education.



WHO WE ARE & WHAT WE DO

OUR VISION



**A world where every child
has the opportunity to
change their future.**

OUR PURPOSE



**To overcome
educational inequality
caused by poverty.**

OUR BELIEF



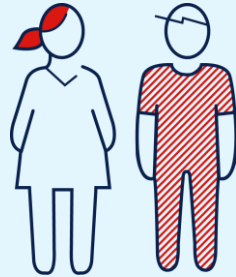
**Education is one of
the most powerful
change agents.**

OUR REACH

STUDENTS & COMMUNITIES

59,845

students sponsored



159,753

**students participating
in our programs**



91 communities

THE CHALLENGES FACING OUR STUDENTS

The children we support face complex and often compounding challenges.
This doesn't just impact their life at home. It can flow on to impact their education too.



All
live in
low income
families



More than half
live in
single-parent
families



1 in 6
don't have a
computer
or tablet
connected to
the internet
at home



Around 3 in 4
have a parent
or carer who
is not in paid
employment



About half
have a parent
or carer who
didn't finish
Year 12



About 1 in 3
and a similar
proportion of
parents and/or
carers have a
disability or
health issue

OUR CORE PROGRAM

LEARNING FOR LIFE

WE PROVIDE A HOLISTIC SOLUTION THAT IS PROVEN TO WORK

THE IMPACT OF EARLY INTERVENTION & BALANCED LONG-TERM SUPPORT

	HIGH SCHOOL GRADUATION RATES (%)	UNIVERSITY ENROLMENT (%)	USE OF WELFARE (%)	CRIMINAL CONVICTIONS (%)
NO INTERVENTION	41	4	18	23
EARLY CHILDHOOD INTERVENTION ONLY	66	13	9	17
ADOLESCENT INTERVENTION ONLY	64	12	10	18
BALANCED INTERVENTION ACROSS FULL LIFE-CYCLE OF A CHILD	91	38	3	11

Source: James Heckman and Flavio Cunha, 2007

LEARNING FOR LIFE

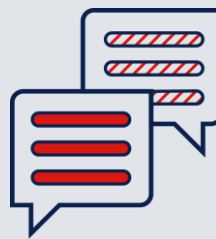
OUR PROVEN APPROACH

1



FINANCIAL SUPPORT
for education essentials,
like uniforms and books

2



PERSONAL SUPPORT
for the child and
their family

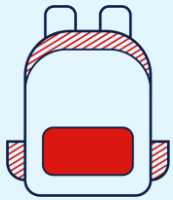
3



PRACTICAL SUPPORT
through our extra learning and
mentoring programs

LONG-TERM EDUCATIONAL OUTCOMES FOR OUR STUDENTS

ATTENDANCE RATE



86.9%

for students
in Years 1 to 10.

82.4%

for Aboriginal and Torres Strait
Islander students.

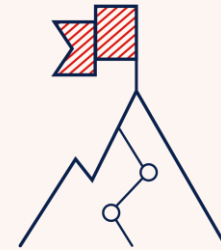
ADVANCEMENT RATE



68.4%

of students in Year 10
in 2019 advanced to
Year 12 in 2021.

TERTIARY CONTINUATION



88%

of first-year tertiary
students advanced to
the second year of uni.

LET'S MAKE OUR BIGGEST IMPACT YET

Last year, we supported almost 160,000 young people through our programs, but there's much more work to be done.

We're still only reaching 13% of the 1.2 million young Australians living in poverty.

Together, we can harness the power of education as a pathway to a better future for young Australians in need.

That's why your support is so important. Thank you for your generous donation!



**THANK
YOU!**

Coffee Break



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Daniel Johns

Principal Security Consultant
MyCISO

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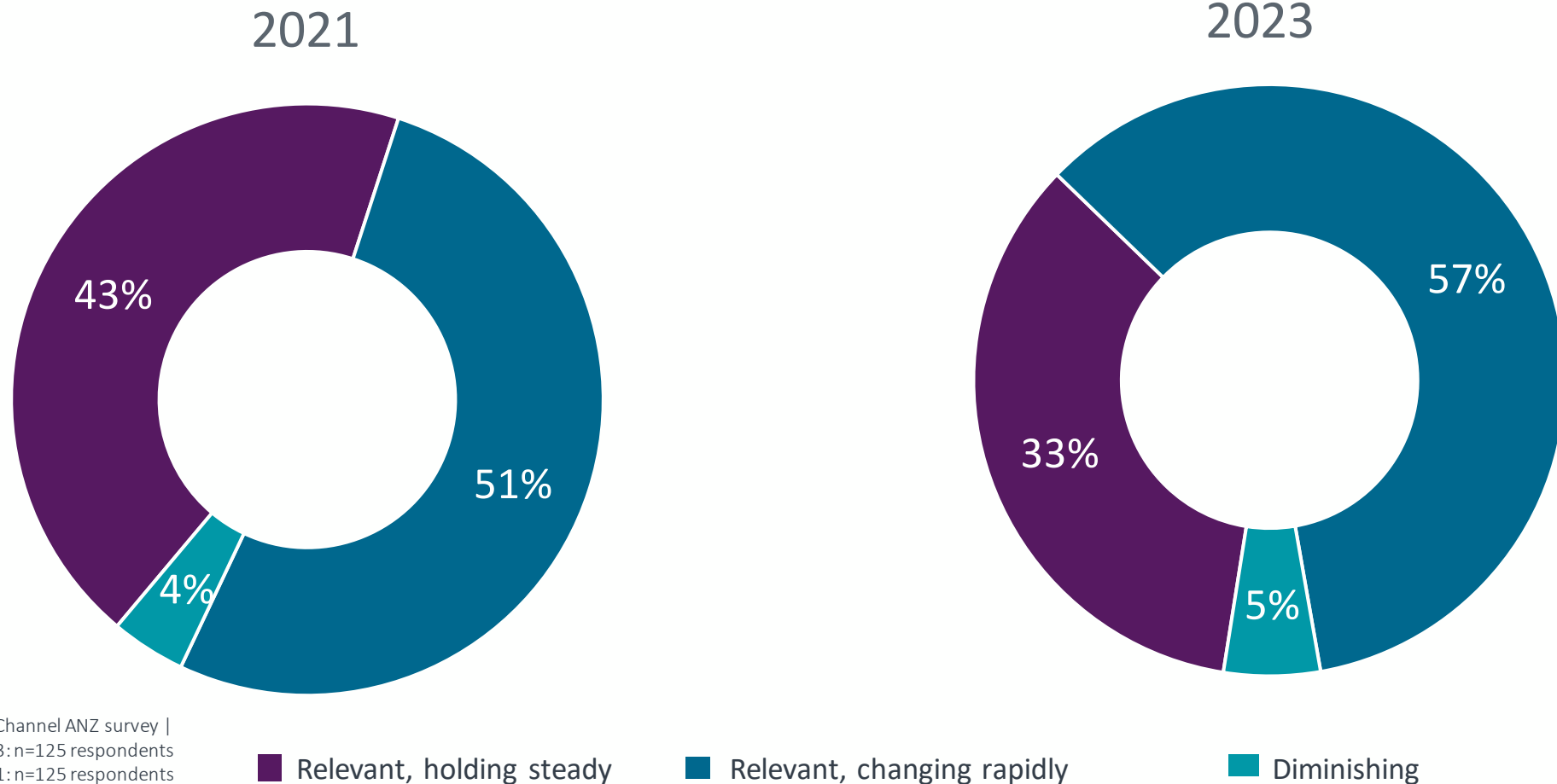
2023 State of the Channel ANZ



Channel Trajectory: Up, Down, Status Quo?

Channel Relevance

How Are Practitioners Feeling About Their Industry?



Source: CompTIA 2023 State of the Channel ANZ survey |
2023: n=125 respondents
2021: n=125 respondents

Factors Driving Sentiment in the Channel



Healthy Channel Drivers

Providing best CX

Rethinking training & dev programs

Commitment to emerging tech

Adapting to customer demographics/buying

Improving marketing and branding

Channel Inhibitors

Continuing economic slowdown/inflation

Competition from new player

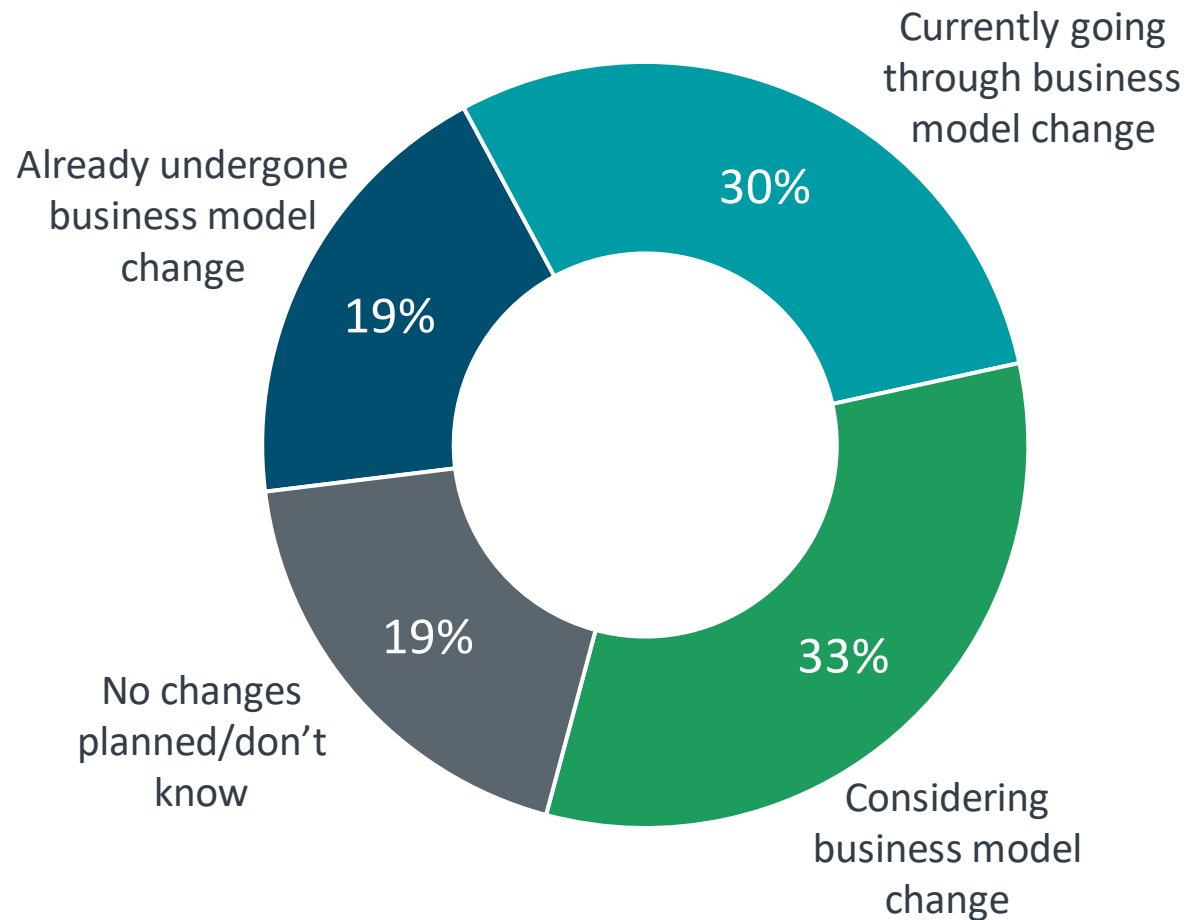
Growing challenges of running small biz

Emerging tech firms not using channel

New business models not as profitable

Source: CompTIA 2023 State of the Channel ANZ survey | 2023: n=125 respondents
2021: n=125 respondents

Business Model Change For Channel Firms

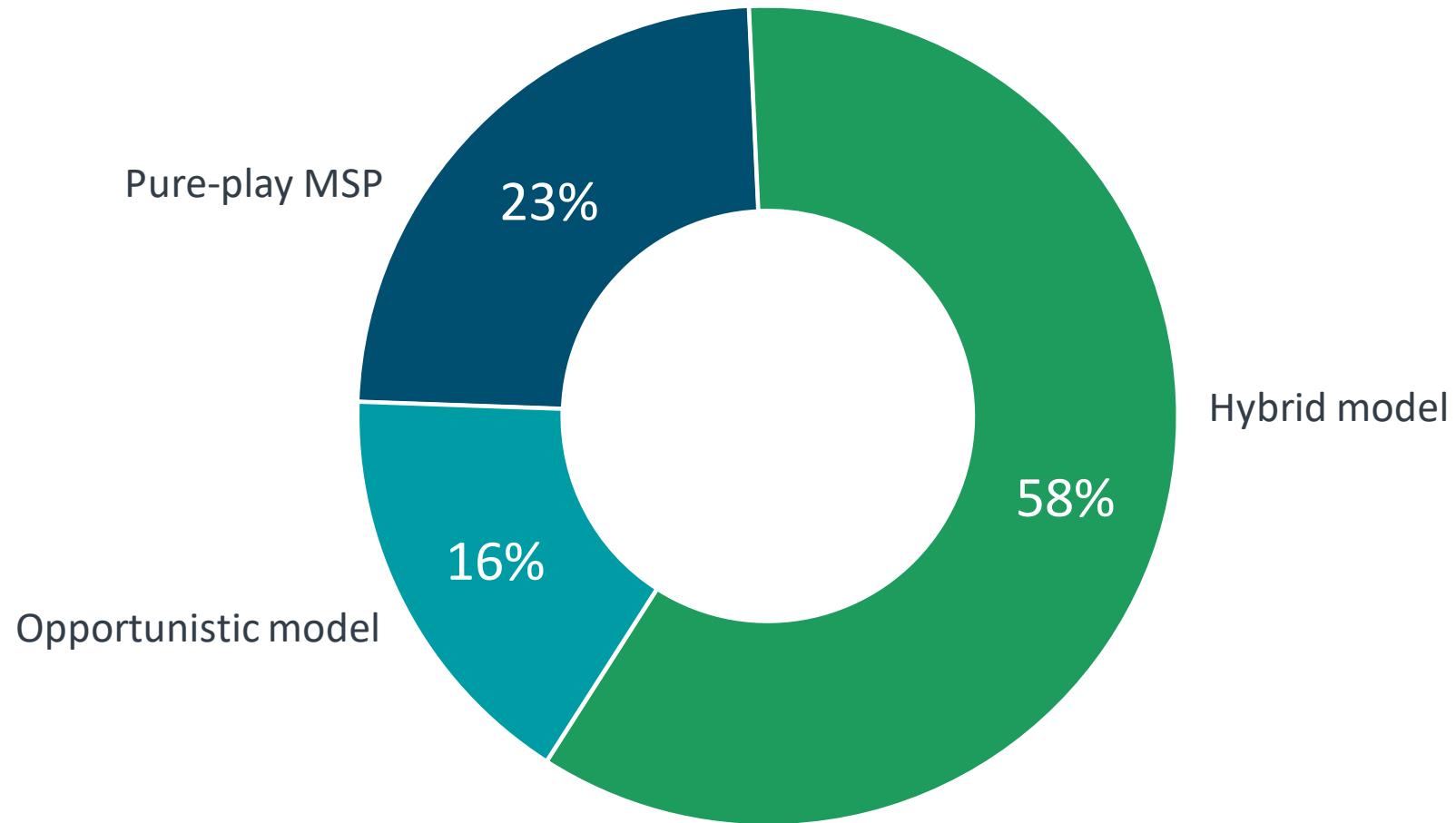


Drivers for change



Source: CompTIA IT Industry Outlook survey | n=125 ANZ tech firm employees

Managed Services Business Models

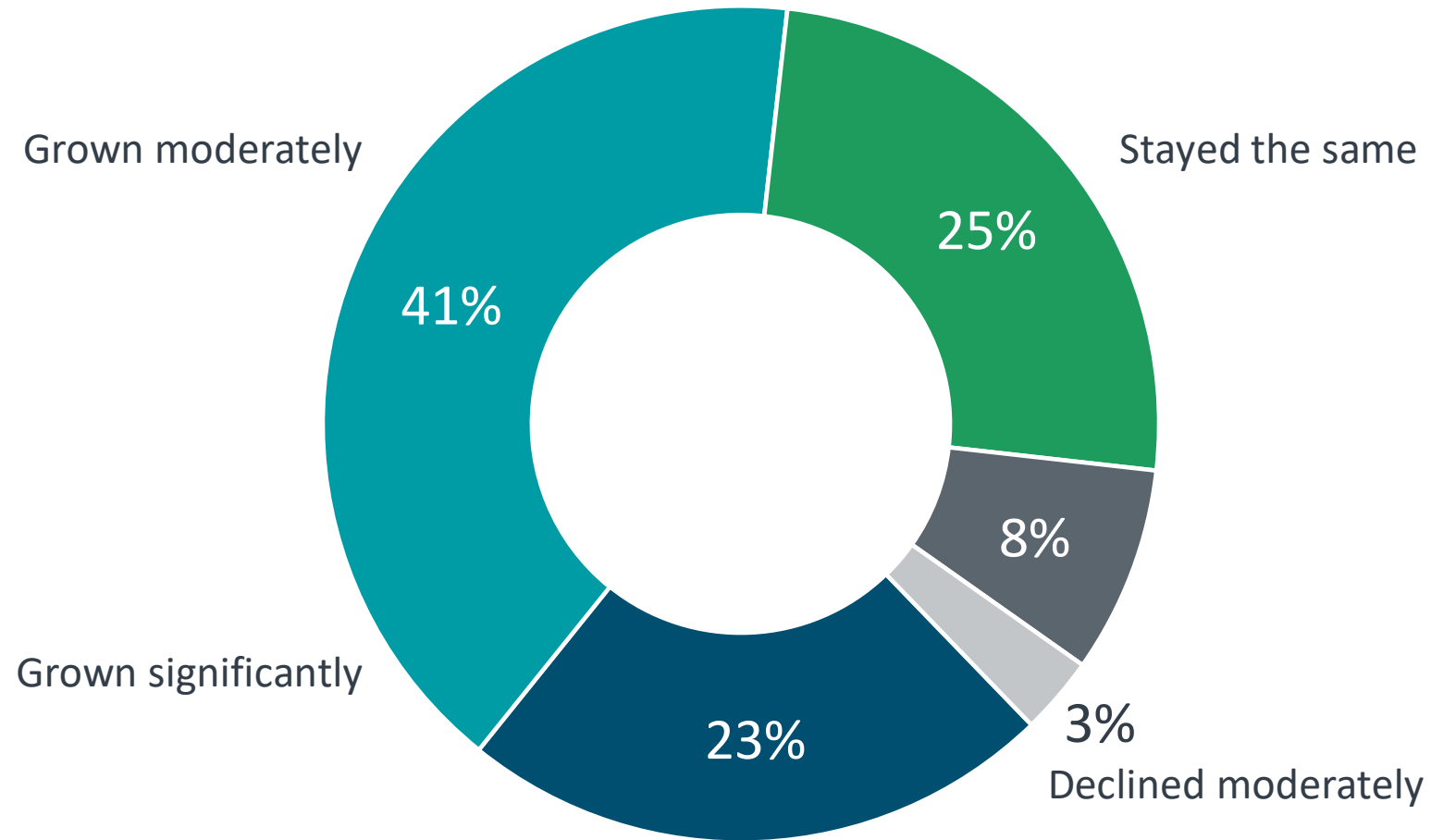


Source: CompTIA 2023 State of the Channel ANZ survey | n=64 respondents



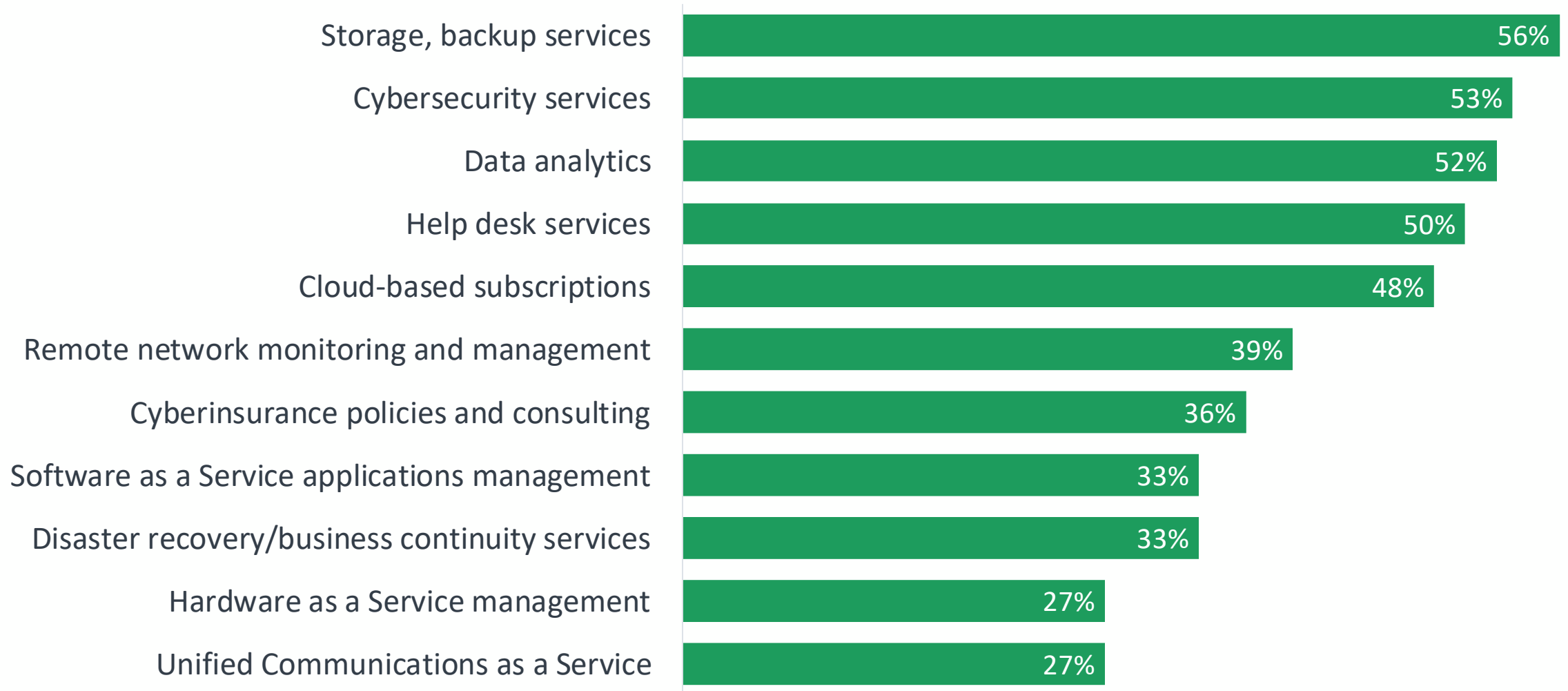
Market Impacts: Past, Present, Future

PAST: Covid and Remote Work Effects on MSPs



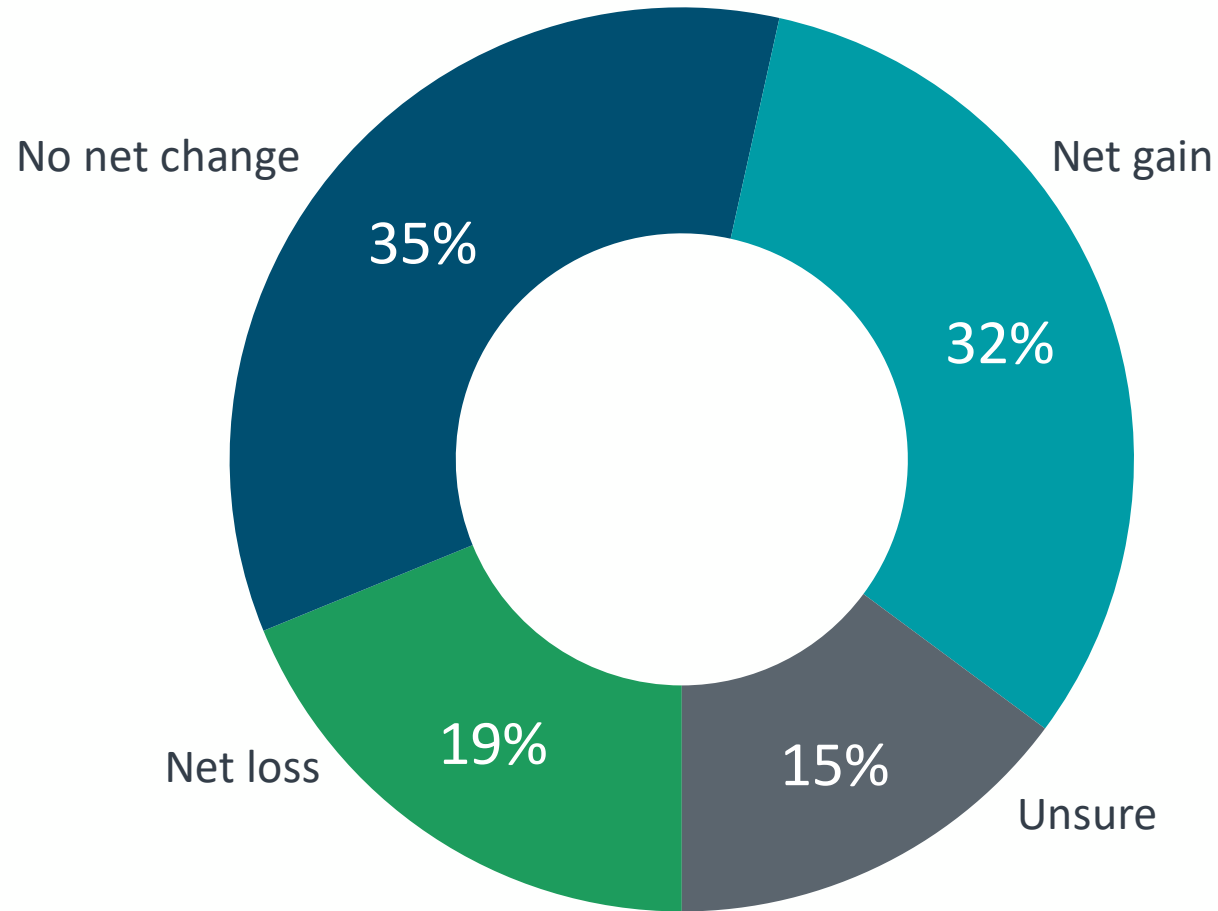
Source: CompTIA 2023 State of the Channel ANZ survey | n=64 respondents

PRESENT: Most Requested MSP Services



Source: CompTIA 2023 State of the Channel ANZ survey | n=64 respondents

FUTURE: Impact of AI Tools on MSP Staffing



Source: CompTIA MSP Workforce survey | n=408 respondents

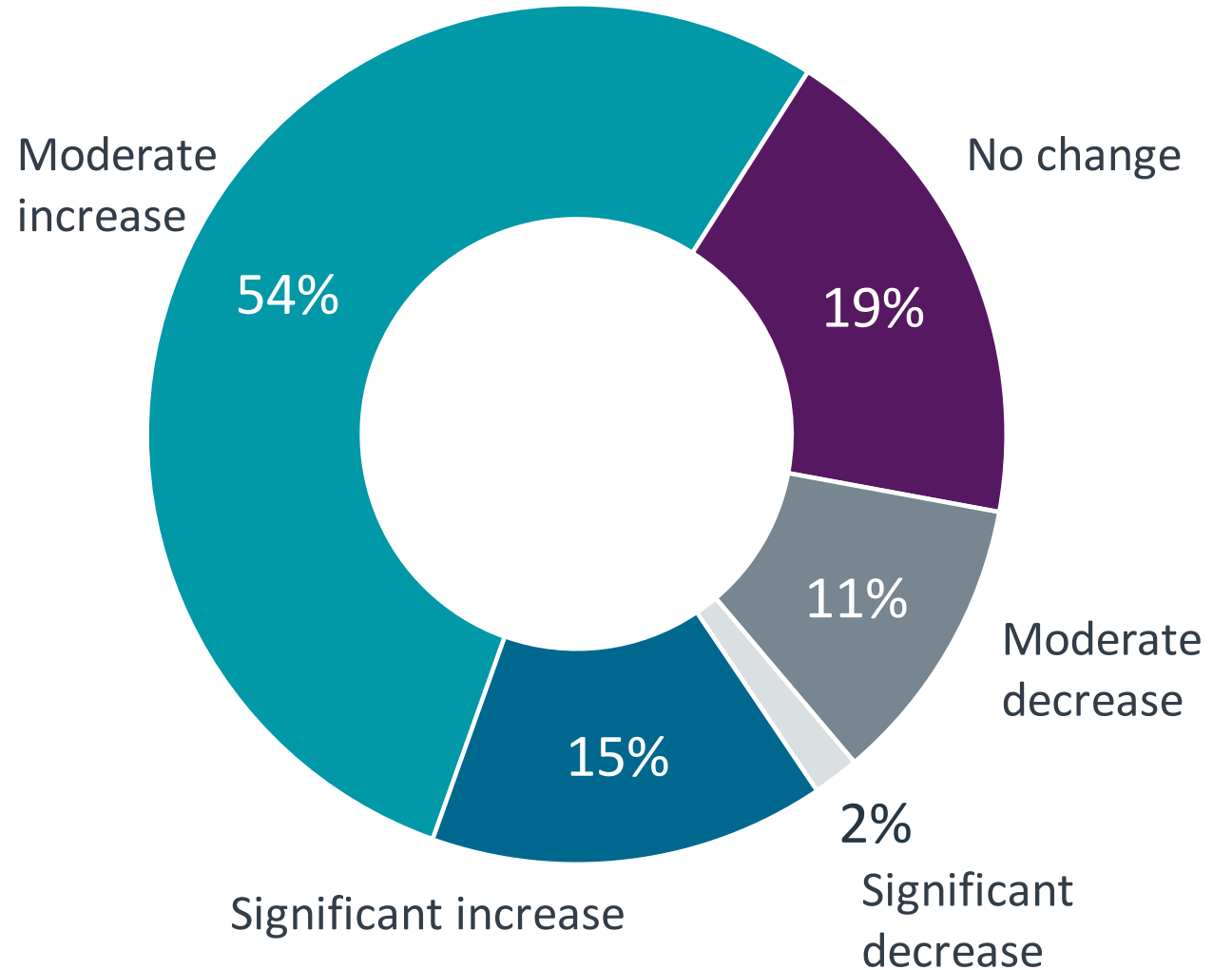


Channel Dollars & Sense

Profitability Pulse Check

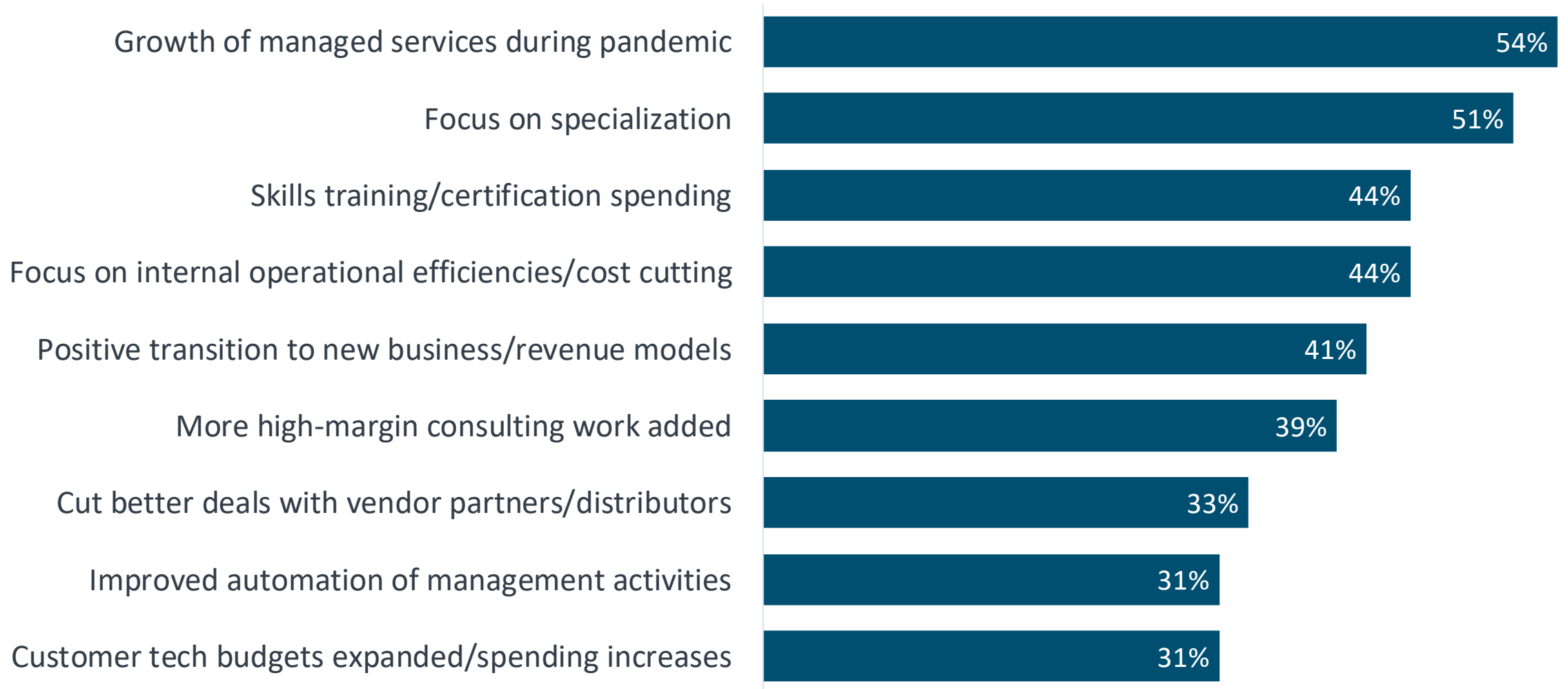
69%

Say profitability
have increased in the last
two years



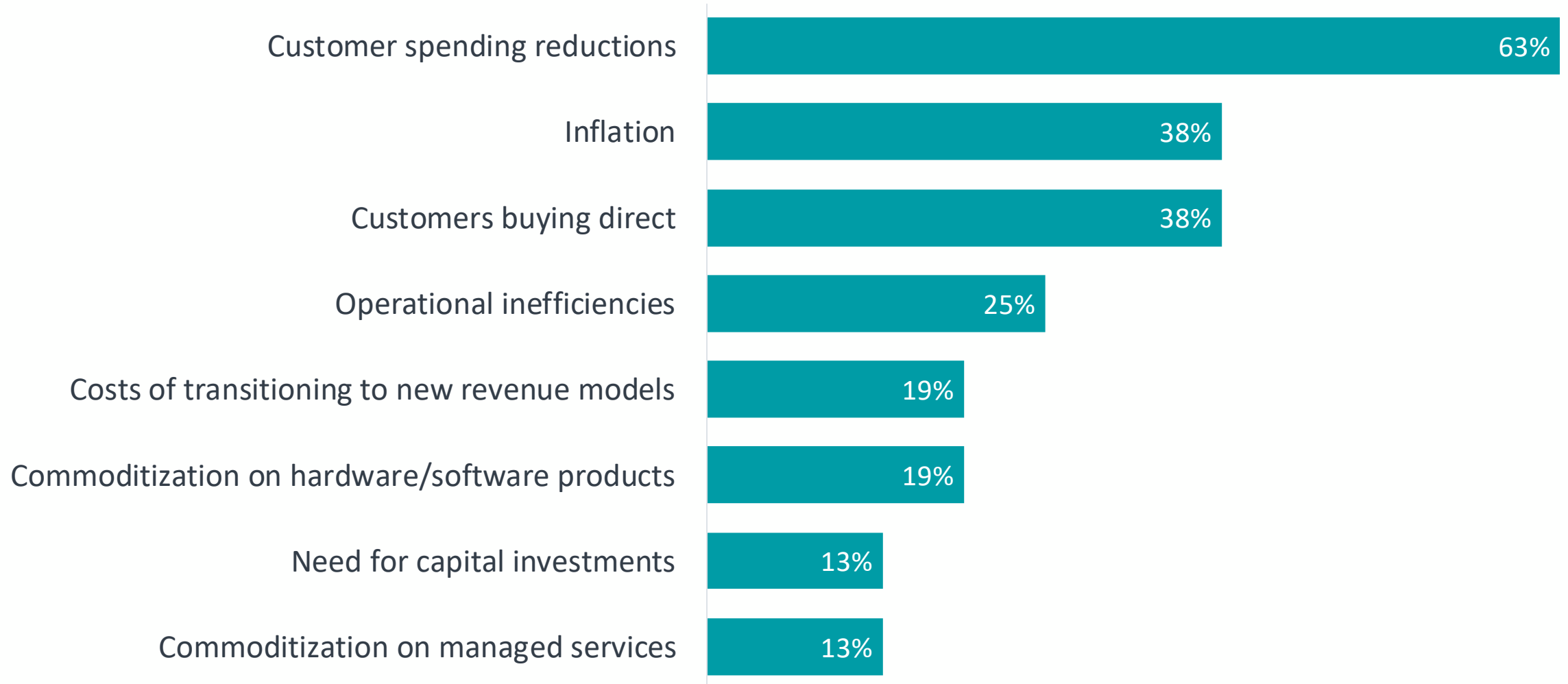
Source: CompTIA 2023 State of the Channel US survey | n=400 respondents

Factors Contributing to Increased Profitability



Source: CompTIA 2023 State of the Channel ANZ survey | n=85 respondents

Factors Contributing to Decreased Profitability



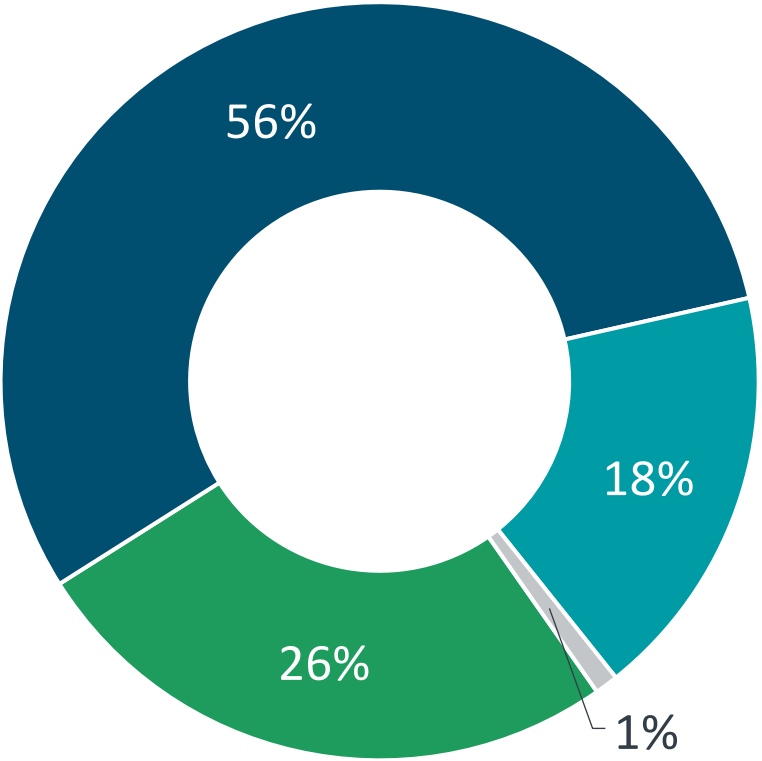
Source: CompTIA 2023 State of the Channel ANZ survey | n=16 respondents



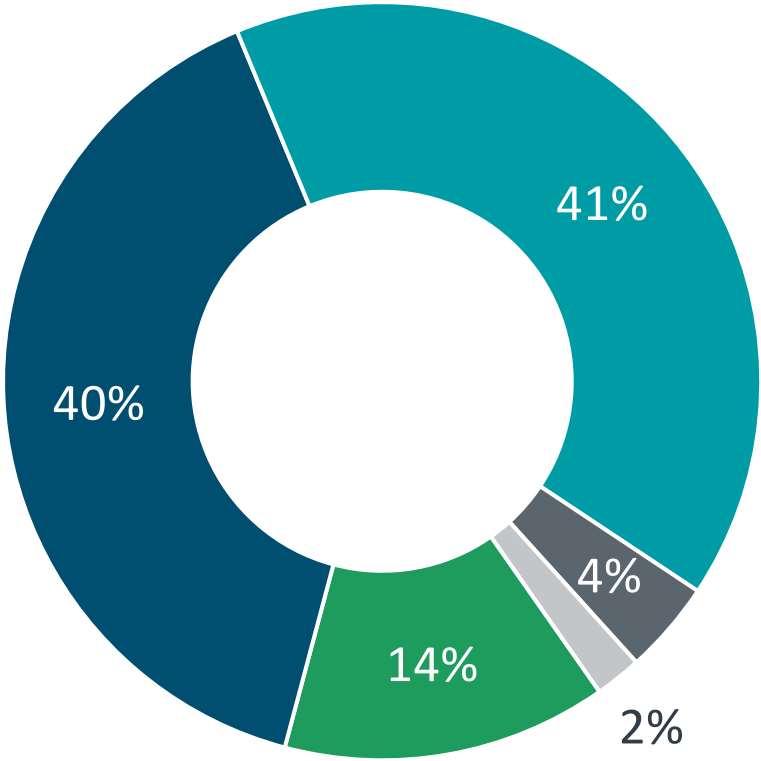
Friends, Acquaintances, and Competitors

Channel Satisfaction with Vendors on the Rise

Today



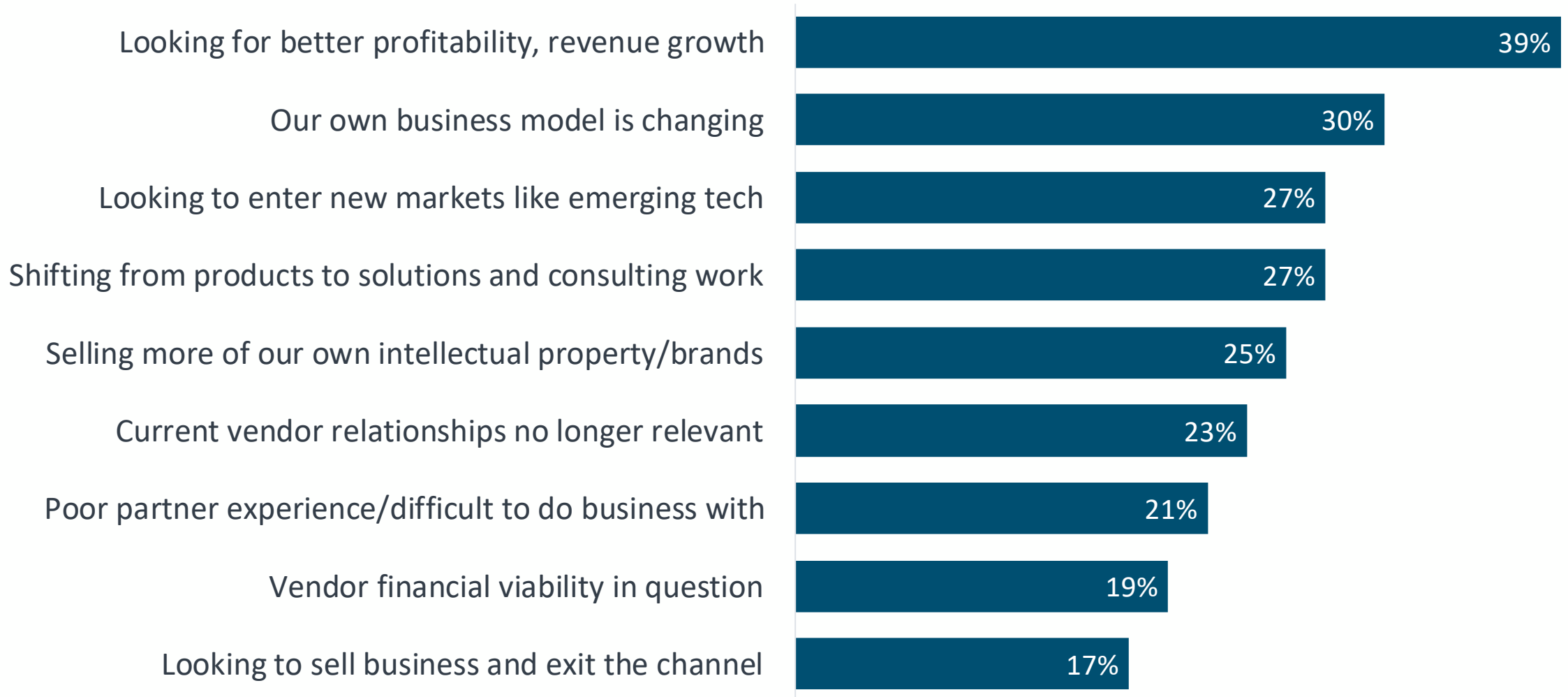
Two Years Ago



Very satisfied Satisfied Somewhat satisfied/dissatisfied Dissatisfied Very dissatisfied

Source: CompTIA 2023 State of the Channel ANZ survey | n=125 respondents

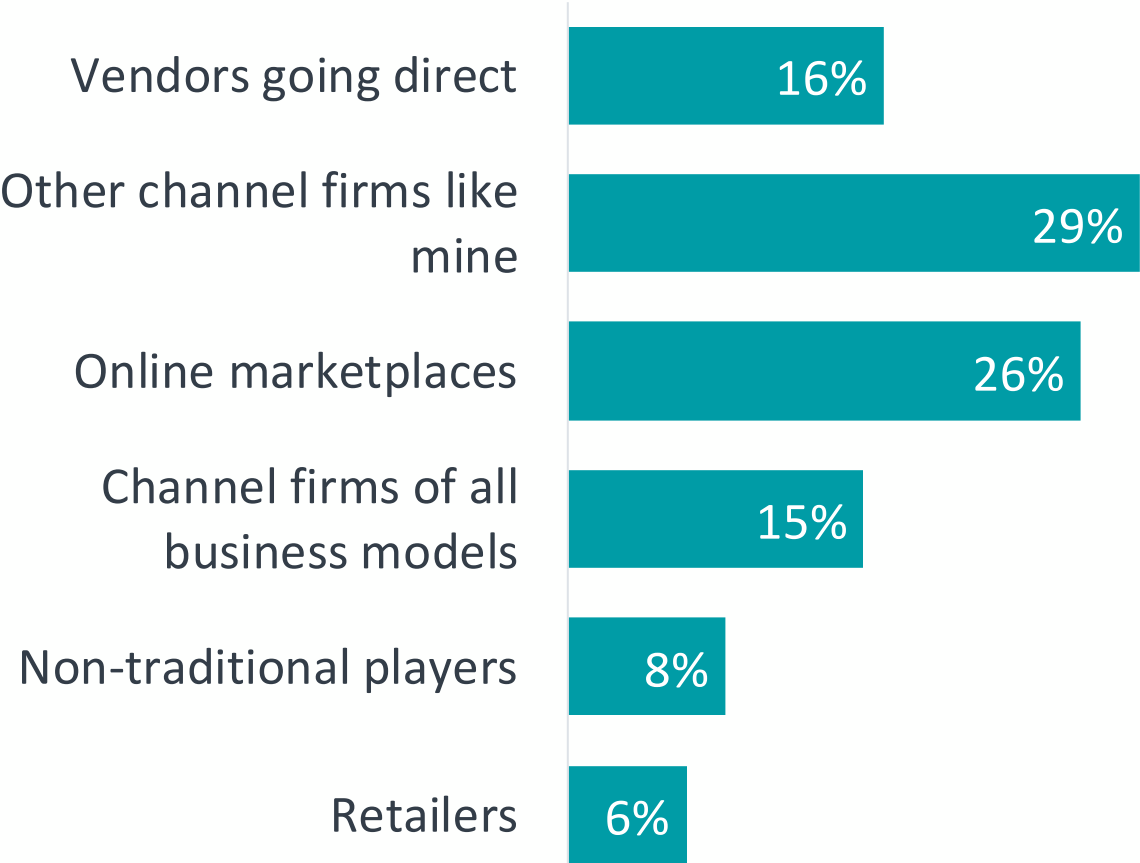
Reasons for New Vendor Relationships



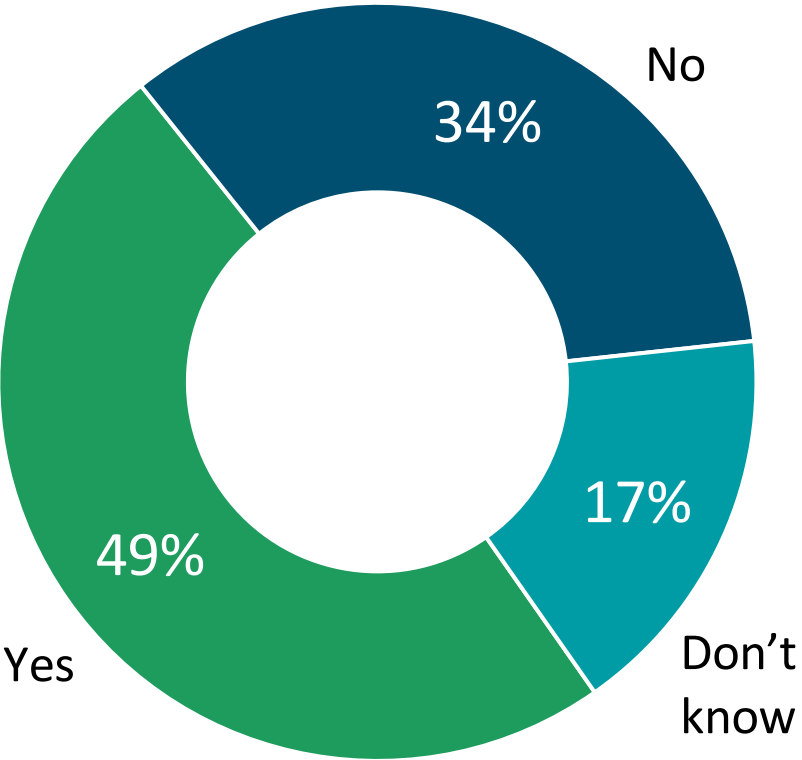
Source: CompTIA 2023 State of the Channel ANZ survey | n=124 respondents

Sizing the Channel's Competitive Landscape Today

Main Competitors Last Year

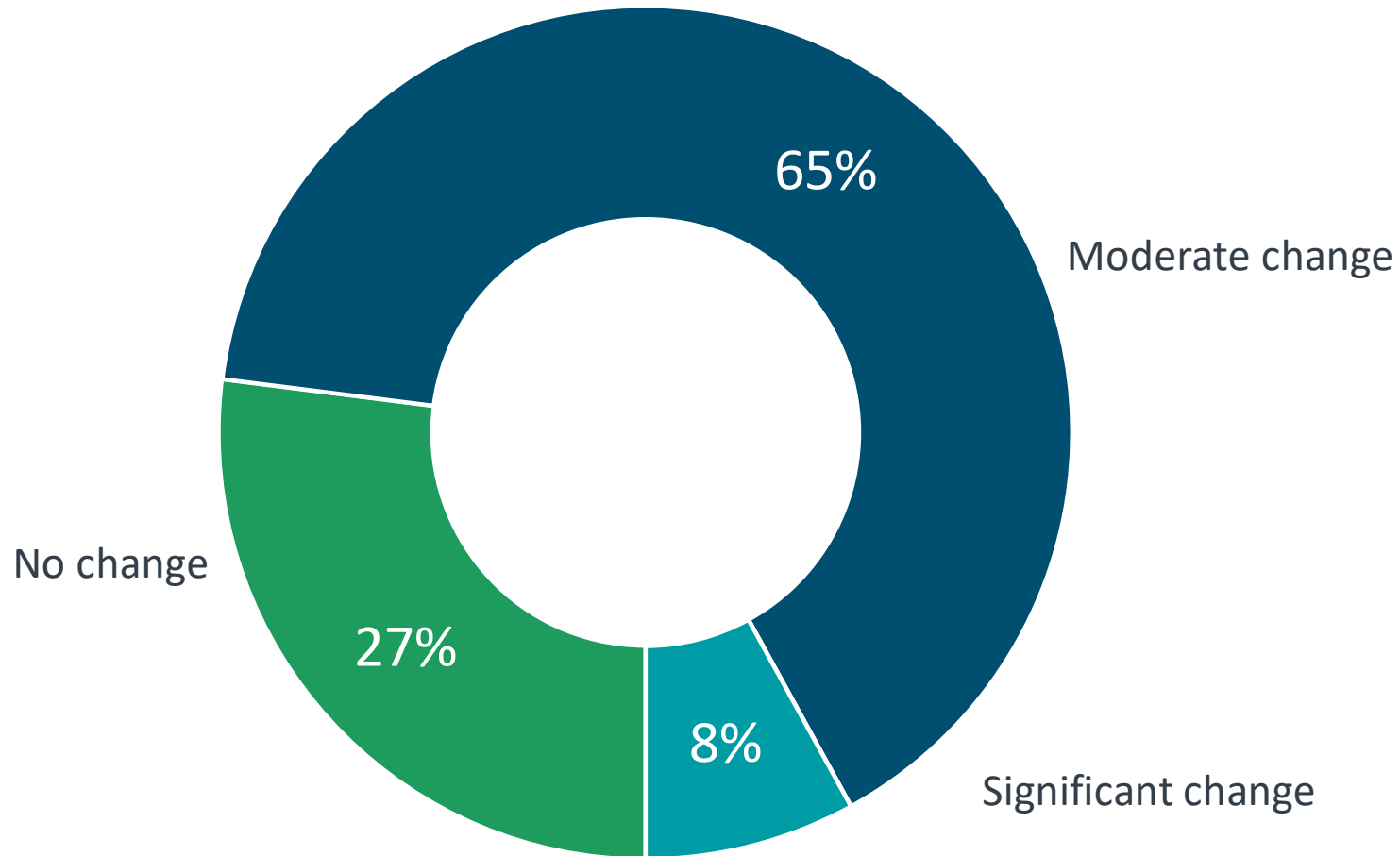


Involved in Channel Peer Group



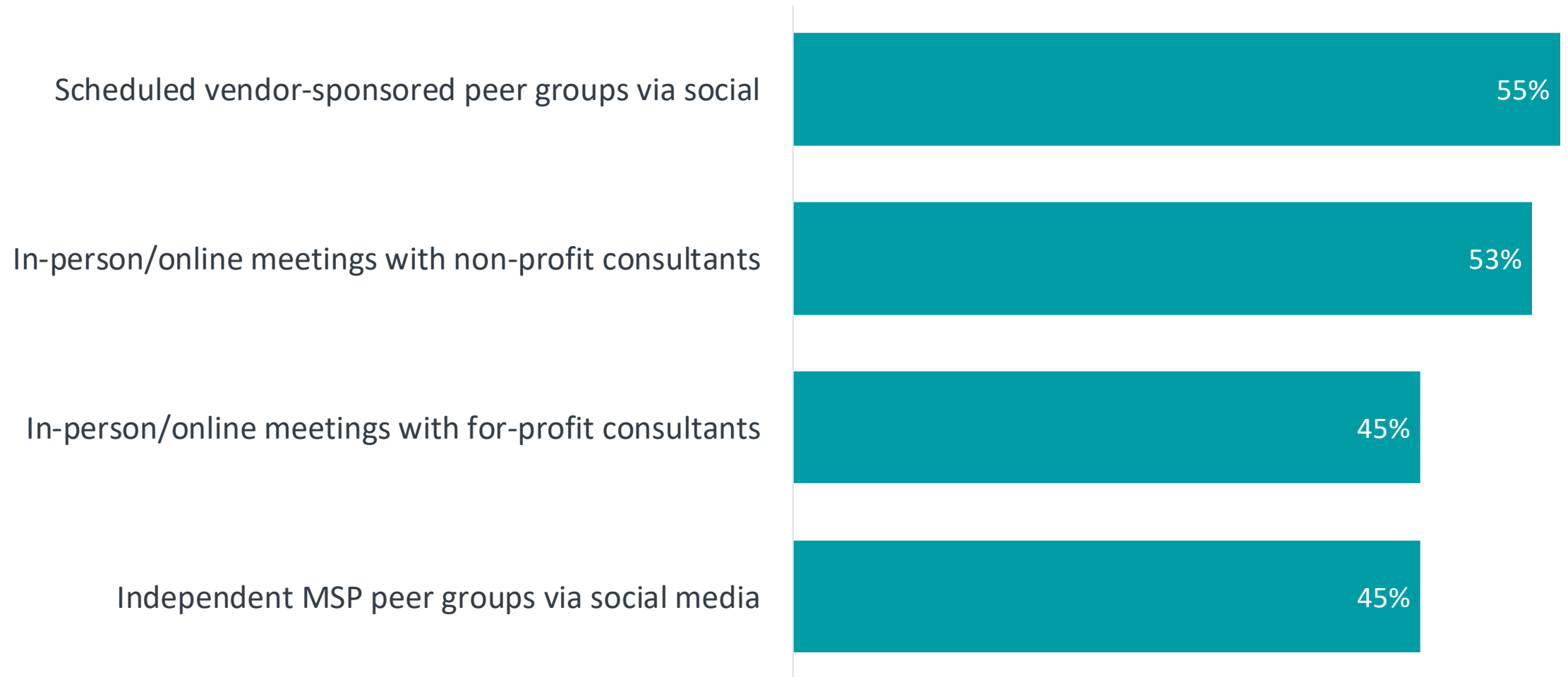
Source: CompTIA 2023 State of the Channel ANZ survey | Main competitor: n=120 respondents
Primary competitor: n=100 respondents

Change in Mix/Type of Competitors



Source: CompTIA 2023 State of the Channel ANZ survey | n=124 respondents

Types of Peer Group Participation



Source: CompTIA 2023 State of the Channel ANZ survey | n=60 respondents

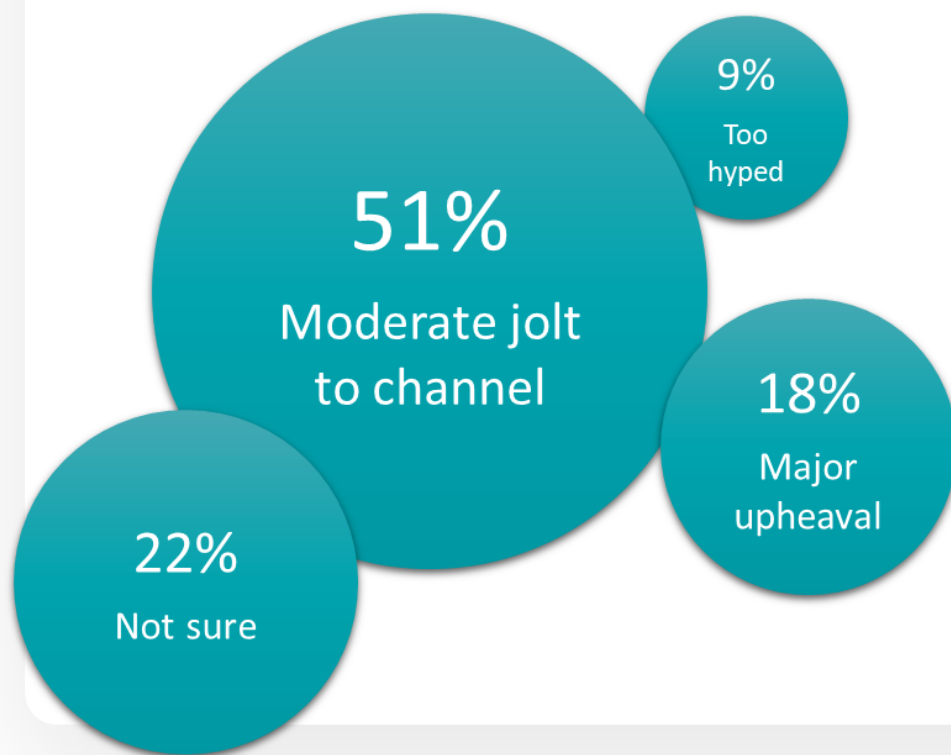


Mergers & Acquisitions

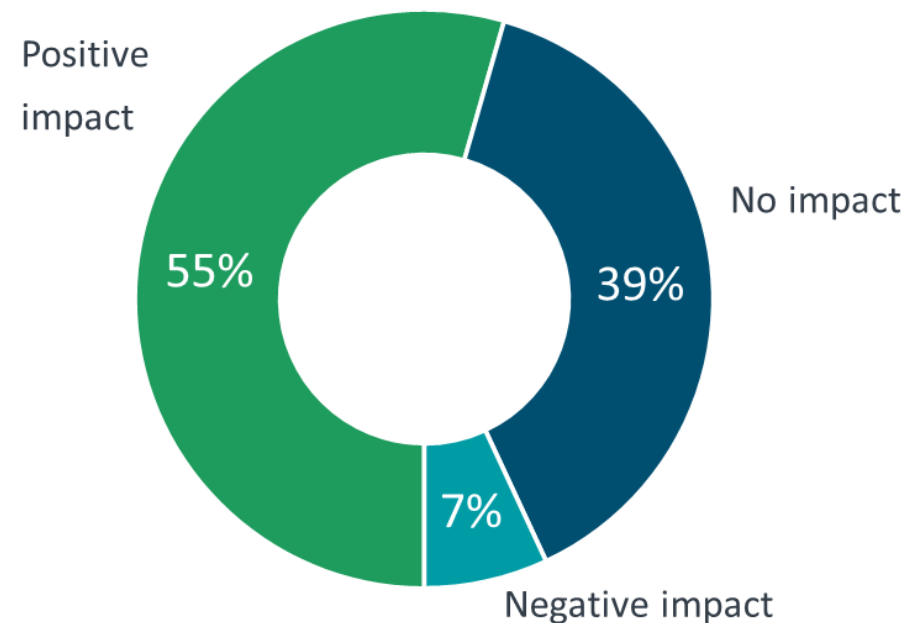
Channel M&A Activity

Hype? Ho Hum? Matter to You?

Effect on Channel Overall



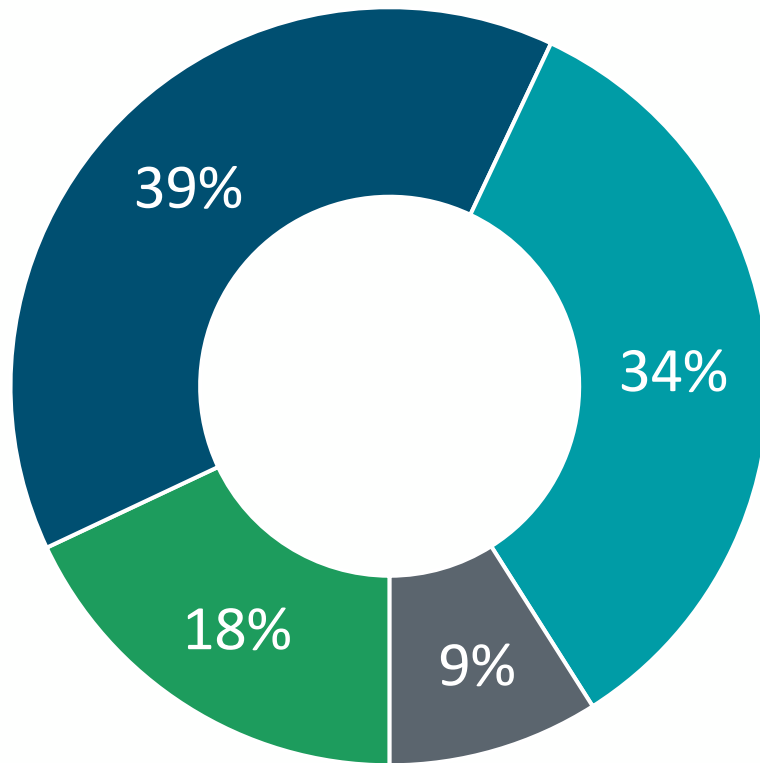
Effect on Individual Business



Source: CompTIA 2023 State of the Channel ANZ survey | n=125 respondents

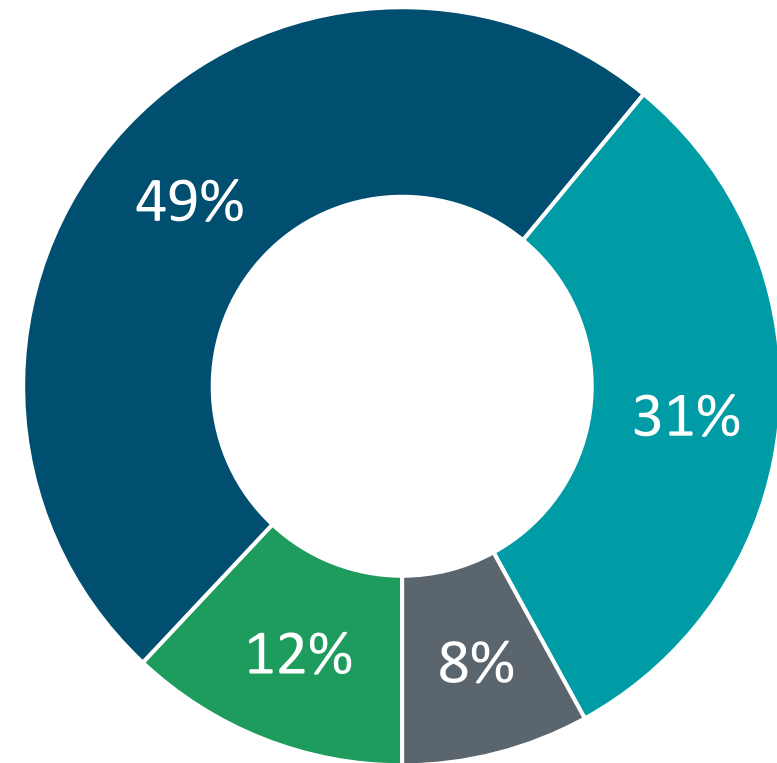
Channel Business Sales & Purchases In 2-5 Years

Selling Your Business



Highly likely Somewhat likely

Buying Another Business



Not likely Don't know

Source: CompTIA 2023 State of the Channel ANZ survey | n=125 respondents

Coming
Full Circle

My Predictions for Next 5 Years?

Many of the same concerns, but BIG opportunities in the following areas



Artificial
intelligence

Cybersecurity

CX/Business
Consulting

Keeping up with CompTIA Research

For the full report, go to
[State of the Channel 2023](#)



Thank You!
Questions??



Together,

We Are The CompTIA
COMMUNITY



Maria Armstrong

Community Engagement Manager
Pax8

#CompTIACommunity

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What Do You Want
From Your Community?

MEMBERSHIP OVERVIEW

North America
Community

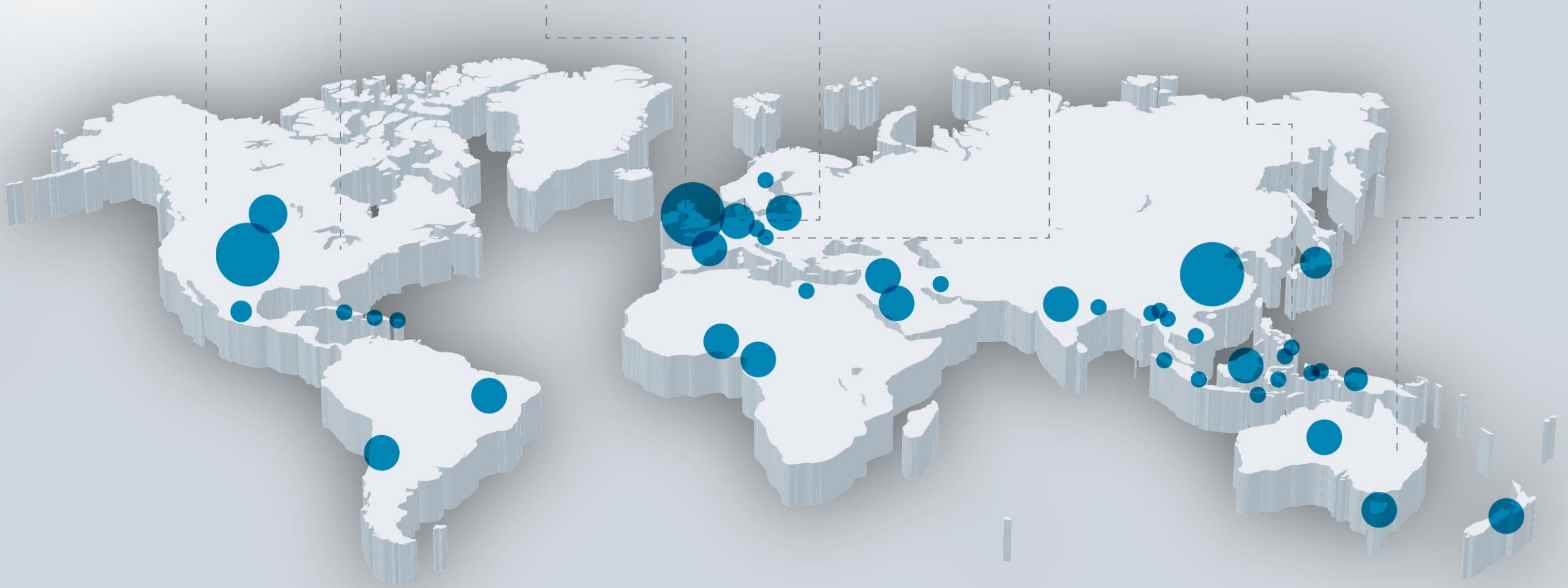
UK&I
Community

Benelux
Community

DACH
Community

ASEAN
Community

ANZ
Community



Membership & Communities Global Reach

CompTIA Membership Categories

Solution Provider

Vendor

Distributor

Associate

MSP/VAR/Reseller/IT
Support

Provider of hardware,
software or services to
the Channel

Provides vendor
products to the Channel

Company that does not
fit into other categories,
typically provides
consulting services

Solution Provider Benefits

- CompTIA ISAO
- Unlimited complimentary attendance to all our events
- Genius Café – 1-2-1 business advices with an industry expert
- MSP Discussion Group – online meeting only for MSPs
- Access to our business resources and research
- Join communities, committees & Technology Interest Groups
- Serve in a volunteer leadership position
- 15% discount on our Certifications and 10% on learning material for staff
- Cost = special discounted rate of \$249 USD for ANZ (normally \$450 USD)



Trends in Managed Services

The value of managed services to the business of technology cannot be denied. Learn the current trends in managed services.

3/6/2020 | Research

Vendor/Distributor Benefits

- Complimentary exhibition booth at ChannelCon (US) or EMEA Conference (option to pay for 2nd booth)
- Unlimited complimentary attendance to all our events
- Member Directory to find connections
- Add logo, description and link to website on our site
- 55-word advert in our quarterly newsletter
- Channel training and education for staff and partners
- Join communities, committees & Technology Interest Groups
- Serve in a volunteer leadership position
- Access to our business resources and research
- 15% discount on our Certifications and 10% on learning material for staff
- CompTIA ISAO (additional fee)

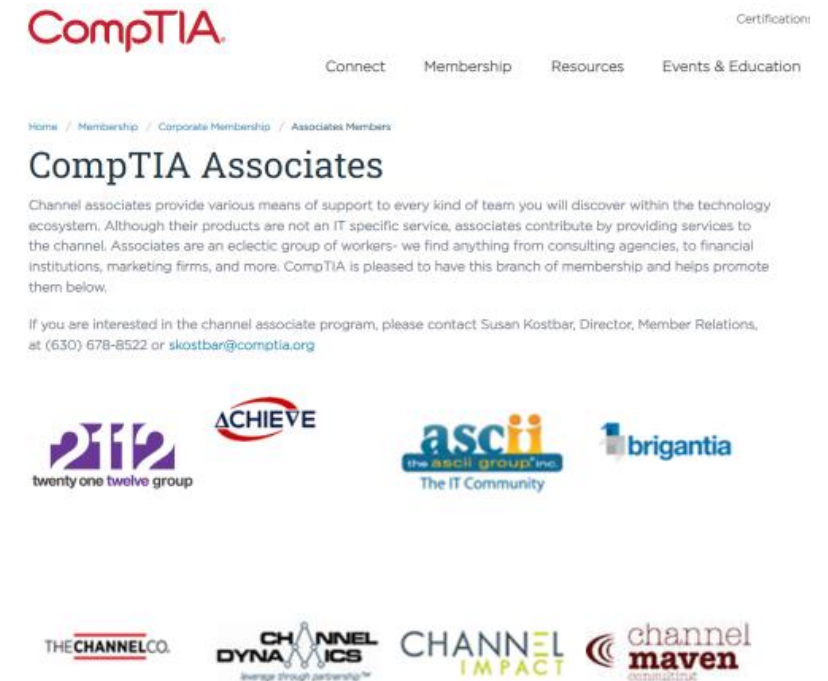


Vendor/Distributor Annual Dues

Revenue	2023 Corporate Membership Dues	Corporate + ISAO Membership	ChannelCon or EMEA Showcase
\$50M or more	\$5,500 USD	\$10,000 USD	Yes
\$10M – under \$50M	\$2,750 USD	\$5,000 USD	Yes
\$5M – under \$10M	\$1,375 USD	\$2,500 USD	Yes
Under \$5M	\$675 USD	\$1,250 USD	No

Associate Benefits

- Complimentary exhibition booth at ChannelCon (US) or EMEA Conference
- Unlimited complimentary attendance to all our events
- Member Directory to find connections
- Add logo, description and link to website on our site
- 55-word advert in our quarterly newsletter
- Access to our business resources and research
- Join communities, committees & Technology Interest Groups
- 15% discount on our Certifications and 10% on learning material for staff
- CompTIA ISAO (additional fee)
- Cost = \$1,000 (without booth)/\$1,375 (with booth)



CompTIA ISAO



- Connecting to an incredibly powerful network of more than 700 tech vendors, MSPs, solution providers and business technology consultants on the front lines of cybersecurity.
- Gaining allies that are working together to share information about the latest cybersecurity risks.
- Thwarting the malicious attacks that threaten our businesses, our customers and the credibility of our industry every day.
- Enhancing your reputation and thought leadership in the tech and security industries.
- Demonstrating social and cybersecurity responsibility.

The Value of Corporate Membership

Networking	Industry Insights	Business Tools & Resources	Certification Discounts	Branding & Visibility
Free CCF, ChannelCon & EMEA Registration	Business Education	ISAO Access	15% Certification	Booth @ ChannelCon/EMEA (Not for Solution Providers)
Communities & Councils	Podcasts, Blogs, Newsletters	Marketing Toolkit	10% CertMaster Practice	Web Site Listing (Not for Solution Providers))
Regional Meet Ups	Research & Content	Emerging Tech	10% CertMaster Learn	CompTIA Advisor Ads (Not for Solution Providers)
Webinars & Podcasts	Member Learning Portal	Toolkits & Sprints	10% Materials	CompTIA Volunteer Leadership

ANZ
Community



CompTIA

The World Café



Kelly Johnson
Country Manager
Arrow



Maria Armstrong
Community
Engagement Manager
Pax8



David Norris
Managing Director
Nortec IT



World Café

1. Go to 1 of 3 topics: Cyber, Diversity or Emerging Technology.
2. Discuss important areas of focus.
3. After 20 minutes move to new group.
4. 5-minute wrap-up in **Studio 2** by the moderator.

ANZ Community Forums



Report Outs & Closing

**Networking Drinks
at 6:00
Foyer**



**Awards Dinner
at 7:00
The Great Room**



Thank
you!

CompTIA®
ANZ Community

The background is a dark blue field filled with small white dots and star-like symbols. A large, wavy, light blue shape is drawn across the middle of the image, resembling a splash or a cloud. A red marker is positioned at the right end of this shape, with its tip pointing towards the right edge of the frame. The marker has just finished drawing the shape, as evidenced by the small blue droplets at its tip. The text 'CompTIA' is written in a large, red, stylized font across the upper part of the light blue shape. Below it, the words 'ANZ SPOTLIGHT' are written in a smaller, white, sans-serif font.

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ANZ SPOTLIGHT