



IT NATION CONNECT  
EUROPE

# Transforming MSP businesses through the power of community

10-12 March, 2025

Hilton London Metropole

# ABOUT



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

The conference includes opportunities for education, regional and industry knowledge, and connections for business transformation and sustainable growth.

IT Nation Connect Europe features a welcoming, fun environment for hundreds of attendees, including regional MSPs, third-party vendors, industry experts, and inspirational speakers.





# WHO ATTENDS

BASED ON IT NATION LONDON 2023



**45%**  
**Owner**

**15%**  
**Marketing  
& Sales**

**14%**  
**Operations**

**14%**  
**Service  
& Tech**

**10%**  
**IT**

**2%**  
**Other**

## Top Countries Represented

- United Kingdom
- United States
- Ireland
- Netherlands
- Scotland
- Australia
- Canada
- Belgium
- Denmark
- Germany
- France
- Finland
- Greece
- Iceland



## COMPANY SIZE

95% OF **ATTENDEE** COMPANIES ARE SMBS

## COMPANY TYPE

87% OF **ATTENDEES** ARE MSPS



# WHY ATTEND IT NATION LONDON?

## 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.

"I'd have to say that **the events are truly an opportune time to meet MSPs from different parts of the world** that we end up referring business back and forth to each other. The networking there is so vitally important. That's probably resulted in about £1,000,000 worth of revenue for us.



**Dan Sharp, Managing Director,  
Mirus IT Solutions**

## 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.

"I've heard people say why would I want to become a managed services provider? **Come down to these events, see what's out there, see the opportunity.**



**Austen Clark, Managing Director,  
Clark Integrated Technologies**

"I've never taken so many notes (from talks) in an event before! Very informative."



**Patrick Cutajar, Managing Director,  
Eyeteck Ltd.**

## 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.

"I always **bring people from our team to those events so they get time directly with the developers that created ConnectWise**

They can sit in front of the developer with any issues they have and the developer will walk them through the problem. We get resolution immediately."



**John Whitty, CEO,  
Solar Communications**



# 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



Lee Cockerell,  
former Vice President of Operations,  
Walt Disney World Resort



Ameer Karim, EVP & GM,  
Cybersecurity & Data  
Protection, ConnectWise



Kevin Gaskell, Chairman,  
ITS Technology Group



Ciaran Chu, VP & GM,  
ConnectWise ScreenConnect



# PAST EXHIBITORS

Axcient

Bitdefender

evo

bvoip  
perfectly clear

marketopia  
THE GROWTH MACHINE™

N-ABLE

CRUSHBANK

opentext  
Security Solutions

THREATLOCKER  
ZERO TRUST ENDPOINT PROTECTION PLATFORM

Acronis

ScalableMSP

pax8

secureframe

SOPHOS

TimeZest

ScalePad

eset  
Digital Security  
Progress. Protected.

pia

DB SECURITY

brigantia

arcserve

APPLICATIONLINK

YDENTIC

SuperOps.ai

Dropsuite

cloudm

CloudOlive

Auvik

Malwarebytes  
for Business

IronVest

Quickpass  
Cybersecurity

## Featured Sponsor

CONNECTWISE

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 London a vital event for industry professionals. With **over 600 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



## 2023 Final Celebration: Fight Club Victoria

Attendees enjoyed private access to 18 uniquely designed oche playing areas, excellent food, and a showstopping bar. It was a night of unforgettable excitement!



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# IT NATION CONNECT EUROPE

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**See you at IT Nation London!**

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

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