



WHY ATTEND?
SEE, HEAR, AND
LEARN OF THE
LATEST IN END
USER COMPUTING.
DON'T MISS OUT!

DISRUPTEUC.COM

***YES**

**TO THE ULTIMATE
EUC EVENT, EXPO
AND TECHNICAL
BOOTCAMPS.**

***YES**

DISRUPT²³

MUNICH
FEB 14-16

***YES**

DISRUPT²³

NASHVILLE
APR 3-5



*YES

**TO THE MOST
INFLUENTIAL
EUC EVENT
OF THE YEAR.**

The world of end user computing continues to rapidly evolve, and we're not playing catch-up – we're already 10 steps ahead. Get ready for the YES era.

Hybrid working is the new reality. Big changes have happened, and there are many more in motion while the best is yet to come. There's a lot of 'new' facing all of us, and at **DISRUPT 23** we're saying **YES** to it all. Because we know that great things come when we say **YES**, when we push beyond the limit of conventional thinking and adopt technology that blazes a new trail for positive change.

This is the only destination for true EUC innovation, bringing together the leading disruptors, thought leaders, brands, and communities in one vibrant space. Don't get left behind.



*YES

TO LEARNING.

Expect influential speakers delivering keynotes, breakouts, bootcamps, roundtables and panels on key topics affecting the EUC universe now and in the future.

There is no other event that is exclusively dedicated to EUC, and what attendees learn here will help to shape the people, technology and processes of our industry. Take your learning to the next level by attending our bootcamps and get accredited by some of the biggest tech players on the planet.



*YES

TO INNOVATION.

If we want to do better, we can never stand still. Saying **YES** is a big part of this year's mantra, and this is driven by the collective ideas, updates, and news both IGEL and partners are set to bring to **DISRUPT 23**.



*YES

TO GREAT COMPANY.

As well as the global IGEL team, you will be rubbing shoulders with **Microsoft, Lenovo, LG, HP, VMware, Citrix** and many more world-leading brands. All influencing and contributing to the same ecosystem, embracing the **YES** mindset, and sharing new insights.



*YES

TO BIG NEWS.

In addition to the incredible agenda we've got lined up, IGEL will be making one of the biggest, most exciting announcements in our recent history. News that will pave the way for even more innovation within the industry – including serious cost savings, smarter security and so much more.

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***YES**

YES IS MORE THAN A SLOGAN, IT'S A MINDSET. YES IS NOT ABOUT ACCEPTING CHANGE, IT'S ABOUT DRIVING IT.

SOLVING PROBLEMS. STRIVING FOR BETTER. CREATING TECHNOLOGY THAT MAKES LIFE SIMPLER AND SMARTER. THE WAY IT SHOULD BE. YES STARTS AT DISRUPT 23.

**GREAT THINGS ARE HAPPENING AND WE WANT YOU TO BE PART OF IT. THE EUC UNIVERSE WILL NEVER BE THE SAME –
ARE YOU READY?**

MEET THIS YEAR'S DISRUPTORS.

JED AYRES, CEO, IGEL

Say YES to the ULTIMATE EUC Event, Expo and Technical Bootcamps

CHRISTIAAN BRINKHOFF, PRINCIPLE PM AND COMMUNITY LEAD, WINDOWS 365 AT MICROSOFT

Say YES to learning how to deliver a frictionless cloud workspace experience with Microsoft and IGEL

SIMON CLARK, CEO, AIMAR FOUNDATION

Say YES to scaling access and lowering the cost of cloud workspaces with IGEL

MARK P. MILLS, AUTHOR OF "THE CLOUD REVOLUTION: HOW THE CONVERGENCE OF NEW TECHNOLOGIES WILL UNLEASH THE NEXT ECONOMIC BOOM AND A ROARING 2020S"

Say YES to learning about an exciting era of innovation that is poised to enrich our lives



3 INDUSTRY-DEFINING DAYS OF EUC GREATNESS.

Learn, network, innovate, and come together with the game-changing EUC players, influencers, and thought leaders. Be at the forefront of what comes next.



THE ULTIMATE EUC EVENT.

Industry-leading insights, breakouts, and big announcements against the backdrop of live music, street food and tons of surprises.

THE EXPO.

Immerse yourself in the EUC universe with giveaways from global brands and get the lowdown on the latest product releases with insights towards what's around the corner.

THE TECHNICAL BOOTCAMPS.

Join EUC industry leaders such as **HP, LG, Lenovo, Microsoft, VMware** and **Citrix**; level up your knowledge and get yourself certified at no extra cost.

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YES starts here, at the single most important EUC event of the year – join us.

Secure your place now at Munich and Nashville.

NOW CONVINCE YOUR BOSS TO SAY YES

We've already listed so many great reasons why DISRUPT 23 will benefit you and the business you work for, but if you need a little help getting sign off on your attendance, this letter will support your case:

Download **YES to DISRUPT 23 letter**.

