



# Kick Off 2024

23/26 January  
Lucca, Pietrasanta  
Italy

## Partners Pre-Session

@ Villa Bassotta

12:00 pm  
12:15 pm

Welcome coffee

12:15 pm  
1:00 pm

Overview Akeron Platforms

1:00 pm  
2:00 pm

Lunch

2:00 pm  
2:45 pm

Vulki best practice

2:45 pm  
3:30 pm

Tarko best practice

3:30 pm  
4:15 pm

Kautha best practice

4:15 pm  
4:30 pm

Closing Session

## Akeron Kick Off

@Teatro Del Giglio

5:00 pm  
6:45 pm

Keynote Speech by Manuel & Marco

## Kick Off Party

@Paradis Agricole

7:30 pm  
10:30 pm

Kick Off Party

## Management Meeting with Partners

@Museo Musa

9:30 am  
10:00 am

Welcome to the Management Meeting with Partners Intro

10:00 am  
12:30 pm

Leisure Time

12:30 pm  
1:30 pm

Lunch

2:00 pm  
2:30 pm

Partner's Customer Success Programme: Let's succeed together!

2:30 pm  
2:45 pm

Lovers of innovation: R&D in 2024

2:45 pm  
3:15 pm

Go-to-market plan: get ready to achieve Q10 together!

3:15 pm  
3:45 pm

Coffee break

3:45 pm  
4:45 pm

Panel discussion: international perspective of sales office from different countries

4:45 pm  
5:30 pm

Vulki Value prop

5:30 pm  
6:00 pm

Be ready to talk about the new customer

6:00 pm  
6:30 pm

Closing

Common trends in the AEC and professional services markets

Tarko Value Prop

The way to go from a development point of view: the plug-in model

Closing



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## Sales & Marketing Kick Off

[@Museo Musa](#)

|                      |                                                                                                      |                                        |       |                                        |
|----------------------|------------------------------------------------------------------------------------------------------|----------------------------------------|-------|----------------------------------------|
| 9:00 am<br>10:00 am  | Sales Methodology                                                                                    |                                        |       |                                        |
| 10:00 am<br>11:30 am | Coffee Break with your Teams. Let’s Prepare your SEFA Questions on your Cases and Get Ready to Play! |                                        |       |                                        |
| 11:30 am<br>12:15 pm | Let’s Play Real Cases on Stage                                                                       |                                        |       |                                        |
| 12:15 pm<br>1:00 pm  | Akeron GTM for 2024                                                                                  |                                        |       |                                        |
| 1:00 pm<br>2:00 pm   | Lunch                                                                                                |                                        |       |                                        |
| 2:00 pm<br>3:00 pm   | VULKI                                                                                                | Pricing & Licensing                    | TARKO | Competitive Landscape Panel Discussion |
| 3:00 pm<br>4:00 pm   |                                                                                                      | Competitive Landscape Panel Discussion |       | Pricing & Licensing                    |
| 4:00 pm<br>4:30 pm   | Closing                                                                                              |                                        |       |                                        |

## Customer Success Kick Off

[@San Micheletto](#)

|                      |                                               |  |  |
|----------------------|-----------------------------------------------|--|--|
| 9:30 am<br>9:45 am   | Manuel & Marco Introduction                   |  |  |
| 9:45 am<br>10:45 am  | Customer Success goals for 2024               |  |  |
| 10:45 am<br>11:15 am | Coffee break                                  |  |  |
| 11:15 am<br>11:45 am | Customer Success from a different perspective |  |  |
| 11:45 am<br>12:00 pm | Lessons learned: Some project cases           |  |  |

## Development Kick Off

[@San Micheletto](#)

|                    |                                                                       |  |  |
|--------------------|-----------------------------------------------------------------------|--|--|
| 2:30 pm<br>2:45 pm | Manuel & Marco Introduction                                           |  |  |
| 2:45 pm<br>3:15 pm | Q&A                                                                   |  |  |
| 3:15 pm<br>3:40 pm | Customer Success: Behind the scenes                                   |  |  |
| 3:40 pm<br>4:00 pm | The product in action                                                 |  |  |
| 4:00 pm<br>4:20 pm | Coffee break                                                          |  |  |
| 4:20 pm<br>5:00 pm | Challenges and Future perspectives: Vulki and Tarko's Guide to Growth |  |  |
| 5:00 pm<br>6:00 pm | Back to the future                                                    |  |  |