

AI and Cybersecurity Highlight Educational Agenda at Southwest's Largest IT Advisor Expo

CVxEXPO returns to Arizona Nov. 17-18 as the premier business and education event for IT advisors

SCOTTSDALE, AZ, UNITED STATES, September 24, 2026 /EINPresswire.com/ -- Cybersecurity, AI product certification and sales training stand out as primary themes of the educational agenda

“

Our panels and experts discuss real-world challenges, battle scars, wins and whale hunts. Get ready to leave inspired and equipped with the knowledge to take your business to new levels.”

*Martin Vilaboy, Editorial
Director, CVxEXPO*

at [CVxEXPO26](#). Taking place November 17-18, at the Renaissance Phoenix Glendale Hotel & Convention Center in Phoenix, Ariz., CVxEXPO26 provides a first look at the breakout session schedule for its leading business technology conference and expo.

CVxEXPO26 once again delivers on its promise to serve up highly curated, high-value, pitch-free educational content filled with real-world advice that can be applied directly to IT advisors' bottom-lines. That includes the return of a two-day schedule of keynotes and concurrent breakout sessions presented by the brightest minds in the communications and network services channel along with

the addition of a brand-new program of AI product certification classes.

“The education at CVxEXPO is created specifically to help advisors and MSPs boost sales and bring their customers more quickly to intended business outcomes,” said Martin Vilaboy, editorial director for CVxEXPO. “Our panels and experts discuss real-world challenges, battle scars, wins and whale hunts. Get ready to leave inspired and equipped with the knowledge to take your business to new levels.”

There are few better ways for IT advisors to exhibit competency and instill confidence with prospects than certified training. That's why, at the upcoming CVxEXPO26, AI solutions marketplace [Palomarr](#) will be hosting its AI Academy series of certification courses. Each of the 1.5-hour training sessions within the Palomarr AI Academy will focus on a specific technology or solution across AI CX and AI cybersecurity. Classes will be led by dedicated, expert instructors and conclude with online testing for certification.

“It's a classroom, but it will be a bit hands-on, as well. These are interactive sessions,” explained Aarde Cosseboom, founder of Palomarr. “You're going to learn a lot in these sessions, so I

wouldn't anticipate people sitting in the back of the room on their phones answering emails."

Also highlighting the two-days of concurrent breakout sessions is a "no-BS sales and marketing workshop" presented by veteran sales and marketing strategists Ronnell Richards, founder of Sayless Academy and author of Shut the Hell Up & Sell, and MeiLee Langley, Founder of Channelogic. "Stop Guessing, Start Selling" is a two-part, hands-on workshop designed to help technology advisor shift from random acts of sales and marketing to a targeted strategy around the markets, buyers and opportunities they are most likely to win.

"By the end of the workshop, attendees will not just understand how to build a smarter sales and marketing strategy. They will have one," said Richards.

Other highlights from the CVxEXPO26 lineup of breakout sessions include:

- Crossing the Cybersecurity Talent Gap - Presented by Glendale Community College's Center of Academic Excellence in Cyber Defense
- The All-talk, No-action Gap in AI Marketing - Presented by Ian Richardson, CEO, Fox & Crow Group
- The Critical Role of SASE in Modern Security - Presented by Mike Chase, Senior Vice President, Technology, Spectrotel.
- M&A Across the CX Value Chain - Presented by Q Advisors
- Selling Microsoft Security, Stage by Stage: A Roadmap for Partner Conversations - Presented by Jake Smallwood, Sales Engineer, SilverSky
- AI is Transforming the Trusted Advisor Model - Presented by Chris Torbit, Managing Partner, Clarus Communications & Stephen Hancock, Founder, Modero
- The ARPU Advantage: Maximizing Average Revenue Per (Managed) User - Presented Rick Mancinelli, CEO, C3 Complete
- Building MRR with Wireless Connectivity as a Managed Service - Moderated by Rebecca Stone, Director of Channel Expansion and Strategic Partnerships, KORE
- The Role and Importance of Allyship - Presented by the Alliance of Channel Women
- The 3 Steps in a Complex CX Sale - Moderated by Peter Radizeski, President, RAD-INFO, Inc.

As one of the largest business technology expos and conferences in the Southwest, CVxEXPO26 also features an expo hall with more than 120 providers of business IT solutions; complimentary

meals, happy hours and receptions; and after-hours entertainment-based networking events. Attendees will also have the opportunity to interact with representatives from the country's leading managed service providers, technology advisory firms and IT services distributors.

When [registering for the event](#), use promo code CVx26 to waive the registration fee.

Berge Kaprelian
CVxEXPO & ChannelVision
+1 480-503-0770

[email us here](#)

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/944667629>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.