



## Media Alert

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### **Technology Channel Association to Hold Channel Manager Best Practices Forum**

**PRINCETON JUNCTION, NJ – January 23, 2012**— The Board of Directors of the Technology Channel Association (TCA) has announced the first of its kind TCA Channel Manager Best Practices Forum, which will be held in conjunction with the 2012 Channel Partners Expo in Las Vegas.

TCA's mission is channel education. With this event, channel managers will have the opportunity to network and learn from their peers.

**Who:** The Technology Channel Association (TCA)

**What:** Channel Manager Best Practices Forum, an interactive panel discussion on issues affecting the technology channel

**When:** March 27, 2012 from 11:45am to 1:00pm

**Where:** Caesar's Palace, Las Vegas  
Room "Florentine IV"

**Why:** Channel managers will discuss topics such as:

- Balancing 80/20
- Maximizing the MMR of the Agent
- What is your #1 job responsibility?
- How do you balance agent business interest with corporate interest?
- Internal relationships
- Setting Agent expectations for customer

Space is limited. Visit [www.tcasite.org](http://www.tcasite.org) to register.

#### **About the Technology Channel Association (TCA)**

The Technology Channel Association (TCA) is the first-ever non-profit trade association serving professionals working in the indirect telecommunications sales channel. Their mission is to promote the growth and success of the indirect sales channel by addressing industry challenges, delivering value-added programs and services to meet the needs of agents and vendors alike and to identify and develop industry-wide best practices to empower individual businesses. More information about the association is available at [www.tcasite.org](http://www.tcasite.org).