

### What is EMPOWER Sales 2018 Europe Conference

EMPOWER **Sales** 2018 Europe is our brand-new partner sales training conference of the year. Following the success of EMPOWER 2018, our technical conference in Vienna, this event will deliver the broadest and most in-depth VMware **Sales** enablement available.



#### What is EMPOWER Sales 2018 Europe Conference?

Based on partner feedback, we have created a new partner sales enablement event for elite partner sales personnel and VMware internal partner sales teams. This event is designed to improve sales effectiveness in support of the VMware go-to-market goals.

By attending this event partners will become VMware sales certified and join a community of elite VMware Partner sales professionals.

#### Who should attend?

This is an exclusive, invite-only event, and space is limited to individuals in elite sales roles that align to VMware's top solution providers in UK&I, Germany, France, Nordics, and Benelux. This event will also be attended by VMware internal Partner sales teams.

#### Why Attend?

- Kickstart your 2019 VMware sales pipeline
- Exclusive access to the same elite sales training delivered to VMware's internal sales teams
- Advance your sales skills for solution selling and customer engagement
- Become VMware sales certified and join a community of elite VMware Partner sales professionals
- Gain access to VMware's new incentive program launching at EMPOWER Sales 2018.



#### Attend to Get...

##### **Broadest in-depth sales training on VMware products and solutions**

Content covers the VMware vision and story, maximising solution selling skills, how to leverage VMware's full ecosystem and the deployment imperative.

##### **Three Days, One Stop – training, enablement, breakouts and networking**

Join the VMware sales teams, progress your career and become part of an elite VMware partner sales community

##### **Network with Peers**

Take advantage of this opportunity to network with peers in the partner ecosystem, as well as VMware executives, GTM and sales experts and SME team.

##### **How will this differ from VMworld 2018 Europe?**

VMworld continues to be the place for Partners to access training, gain product knowledge, host customers, and act as advisors during the four days of learning and networking.

The EMPOWER Sales 2018 Europe Event will focus on advanced sales skills for solution selling and customer engagement by enabling our VMware elite partners in the same way we enable our own internal field – with partner dedicated content.



### What hotel will the conference take place at?

The event is taking place 4-6 December 2018 at the Rome Marriot Park Hotel (Via Colonnello Tommaso Masala, 54, 00148 Roma RM, Italy). The hotel is located 20 minutes from Rome Fiumicino airport.



### Where should I stay?

Marriott Rome Park (on-site )

Location: Via Colonnello Tommaso Masala, 54, 00148 Roma

Preferred rate: €97 bed & breakfast exc 10% VAT and €6 city tax. Book your group rate for VMware EMPOWER Sales Europe 2018 by [following this link](#)

Cancellation policy: 31-59 days prior, 1st night chargeable; 0-30 days prior, all nights chargeable

Holiday Inn Rome - Eur Parco Dei Medici

Location: Viale Castello della Magliana, 65, 00148 Roma (20-minute drive)

Preferred rate: €105 bed & breakfast inc 10% VAT, exc €6 city tax, you can make your booking by [following this link](#) and entering the group code DLL when prompted

Cancellation policy: 5-10 days prior, 1st night chargeable; 0-5 days prior, all nights chargeable

Hotel ibis Roma Fiera

Location: Via Arturo Mercanti, 63, 00148 Roma (4-minute drive)

Preferred rate: €65 bed & breakfast inc 10% VAT, exc €4 city tax, you can make your booking by emailing [H5562-FO@accor.com](mailto:H5562-FO@accor.com) or [H5562@accor.com](mailto:H5562@accor.com) and quoting VMware Sales EMPOWER Europe

Cancellation policy: Non-cancellable, all nights chargeable



### Where do you register?

Partners pre-approved to attend will receive a personal email invitation and registration link from their VMware representative or the VMware Partner Network team at the beginning of October. Partners pre-approved to attend will receive a personalised email invitation with log in credentials and registration link.

### Questions?

Should you require any assistance in registering your place, please contact:

[empowersaleseurope@vmware.com](mailto:empowersaleseurope@vmware.com)

or Jane Porter on +44 7905 387259