



Idea Exchange

by bswift

2019 Channel Partner Agenda

May 1-2, 2019 | Orlando, FL

Wednesday | May 1, 2019

| TIME | DESCRIPTION | LOCATION |
|--|--|-----------------------------|
| 11:00a - 1:00p | <p>Registration and Check in</p> <p>Join us at a Welcome Table for bswift 101 - Are you new to bswift? Is this your 1st Idea Exchange? Do you need an orientation to the event? Who's who? Sessions you might like?</p> | Palm Ballroom Foyer |
| CHANNEL PARTNER GENERAL SESSION | | |
| 12:00 - 1:00p | Lunch | Grand Ballroom Salons 1 - 3 |
| 1:00 - 1:15p | Welcome | |
| 1:15 - 2:00p | <p>bswift Technology Update</p> <p>Where is HR tech headed and what is bswift doing to stay ahead of the game?</p> | |
| 2:00 - 2:45p | <p>Keynote Speaker</p> <p>Firdaus Bhathena, Chief Digital Officer at Aetna, a CVS Health Company</p>  <p>We're excited that this year's Channel Partner General Session will feature keynote speaker, Firdaus Bhathena! Firdaus is responsible for Aetna's digital strategy, as well as product management, architecture, engineering, delivery, customer engagement and operations for market-leading digital experiences.</p> | |
| 2:45 - 3:15p | Break | |
| 3:15 - 4:00p | <p>Executive Leadership Q&A Panel</p> <p>Ask bswift's executive leadership team questions in a small group environment.</p> | |
| 4:00 - 4:45p | <p>Get to know your Channel Partner network</p> <p>Hear directly from bswift Channel Partners on how you can partner with them to leverage their products for your clients.</p> | |
| 7:00p | <p>Surprise Offsite Dinner!</p> <p>Buses pick up at 7:00p (See details below)</p> | |

Enjoy our magical evening events!

WEDNESDAY EVENING

Surprise Offsite Dinner!

At 7:00p, buses will arrive at the Hilton Convention Center. They'll begin departing at 7:15 and transport you to our secret dinner location! Upon arrival, our team will escort you to all the excitement for the evening. We don't want to give away too much... just know it will be a spectacular Disney adventure you won't want to miss!

7:45 - 10:00p *Dinner, drinks and entertainment somewhere fun!*

THURSDAY EVENING

Dinner at Paddlefish Restaurant in Disney Springs®

Join us for dinner at Paddlefish, a recipient of the 2018 Orlando Magazine Dining Award! Enjoy delicious seafood and a unique dining experience on a luxurious steamboat, all just a short walk away from the hotel. Meet us in the Palm Ballroom Foyer between 5:30-5:45 and we can walk over to Paddlefish as a group.

6:00 - 9:00p *1670 Buena Vista Drive, Lake Buena Vista*

After Party

9:00p *Location to be announced*

Thursday | May 2, 2019

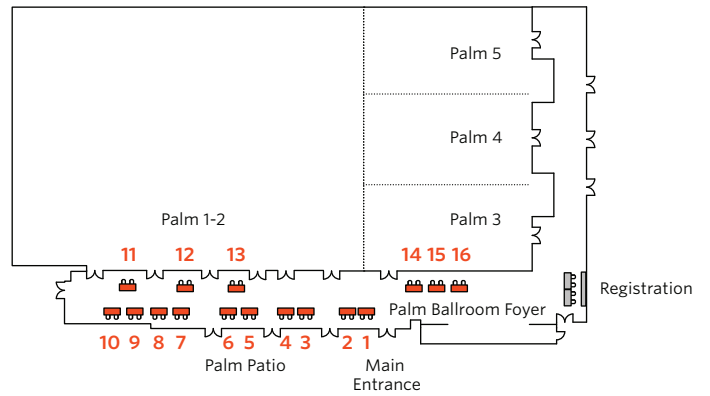
| TIME | DESCRIPTION | | | LOCATION |
|--|--|---|--|----------|
| | ALL ATTENDEE GENERAL SESSION | | | |
| 8:00 - 8:30a | Breakfast | | | Palm 1/2 |
| 8:30 - 8:45a | Welcome An entertaining welcome from bswift's cfo (chief fun officer) Patrick McGarrity! | | | |
| 8:45 - 10:15a |  | Keynote Speaker Patrick Jordan, Senior Facilitator, Disney Institute Walt Disney parks and resorts is a recognized leader in delivering world-class experiences. This is your opportunity to learn from <i>Disney Institute</i> as they share elements of Disney's Approach to Employee Engagement and business insights behind Disney's success. You'll leave inspired and ready to unlock the magic inside your organization. | | |
| 10:15 - 10:45a | Break and Sponsor Visits | | | |
| 10:45 - 11:30a | Building a Benefits Brand (Client Panel) Moderated by Brian Caffarelli, panel guests include Robert DiFabio (Waters Corporation), Larisa Purdy (JELD-WEN Windows and Doors) and Yolanda Vega (Boehringer Ingelheim). | | | |
| 11:30a - 12:00p | bswift Update: Heigh ho, heigh ho! It's off to work we go Hear from bswift CEO Sanjiv Anand and COO Leslie Pontello. | | | |
| 12:00 - 1:00p | Lunch and Sponsor Exhibit Visits | | | |
| CHANNEL PARTNER BREAKOUT SESSION TRACK NAME | TRACK 1 bswift Technology | TRACK 2 Channel Partner Operations | TRACK 3 Sales Support and Enablement | |
| LOCATION | Grand Salon 6 | Grand Salon 7 | Grand Salon 8 | |
| 1:00 - 1:45p | Cybersecurity @ bswift bswift's cybersecurity program places us #1 in a SecurityScorecard comparison. Learn about our security philosophy and how we are 5.5 times less likely to suffer a consequential security event vs. our competition! | In the Fam How bswift's relationships with Aetna and CVS partners such as PayFlex, HDMS and Aetna Voluntary Benefits can benefit you! | Up Your bswift Sales Game Enjoy some insights from the Business Development, Marketing and Sales Enablement teams around how to more effectively sell bswift through the sales and marketing cycle. | |
| 2:00 - 2:45p | Ask Emma is all grown up! Join this session to learn some of the exciting ways that Emma has matured over the last year. | CP Certification and Training Update New items since last year and what's on the horizon! | Office Hour! Meet with representatives from Channel Partner Client Services, along with Product Management and EDI for a casual conversation. Come with questions! Meet the broader team! | |
| 3:00 - 3:45p | Data Integration Ecosystem Dive into data exploring the ecosystem of APIs and SSOs. | What is "Practice Leadership" anyway? How bswift is paving the way to the future with training, compliance, process documentation and controls. | bswift Vendor Partners! Hear from bswift partners and IX sponsors to learn more about their products and services available for your clients. | |
| 4:00 - 4:45p | Where are they now? Update on the topics presented at the 2018 Test Kitchen presentation. | Building a better (Mickey) Mousetrap Evaluating your sites to improve operational processes. | bswift + Aetna Delivering Value Chris Dugan, Executive Director of Strategic Programs at Aetna, will share how the Aetna Springboard Small Group and Middle Market medical enrollment capabilities can benefit you and your clients. | |
| 6:00p | Dinner at Paddlefish Restaurant in Disney Springs® (See details to the left) | | | |

Sponsors

Thank you to all of our sponsors! We highly value the partnerships we have with each one of our sponsors and appreciate their support for bswift throughout this event. We encourage you to visit their exhibition booths during the conference and get to know their services!

- | | | | |
|--------------|---------------------------|----------------|------------|
| 1 Paylocity | 5 Aflac | 9 Certifi | 13 PayFlex |
| 2 InfoArmor | 6 StreamlineHR | 10 DirectPath | 14 Voya |
| 3 Prudential | 7 Paycor | 11 ID Watchdog | 15 HDMS |
| 4 Clarity | 8 Lincoln Financial Group | 12 MetLife | 16 Unum |

Sponsor Locations



Download the Idea Exchange 2019 App!



Join in on all the IX fun on social media!

#bswiftIX



MOBILE APP INSTRUCTIONS

First time users: Follow the steps below to download the app

Existing users: Already have the app? Jump to step 2 below for all the 2019 IX updates.

1. Download the CrowdCompass Attendee Hub app from the App Store or Google Play.
2. Confirm that you are in the **US database center**, then search **bswift Idea Exchange 2019** and download
3. Enter in the event password: **ix2019**
4. Once you have access to the meeting as an attendee, log in. To log in: select the 3 lines in the upper left corner, then select the circular wheel in the upper right corner. The app will prompt you to log in. Once you're logged in, please update your attendee contact information and photo, if you so choose.