



IGNITE21

Know Before You Go

Education Services

November 10, 2021



Edu Services Virtual Booth Staff

[Access the Edu Booth](#)

- You must be registered in order to access the booth
- Booth staff can access their respective booths now
 - Log into the [Ignite site](#) FIRST and then click the [Edu Booth Link](#)
 - You will **ONLY** be able to see the booth page using the link
 - You **will not** be able to navigate to the booth from the Ignite page until the event begins. More information about navigating to the booth [here](#).
- Live Chat functionality will not launch until the event begins

North America

Nov 16 + Nov 17
10:30 AM - 2:00 PM PST

Susan Gibson

Hung Ha

Ernie Campbell

Tahmeena Veerjee-Garg

Lindsey Nguyen

EMEA

Nov 17 + Nov 18
11:30 AM - 3:00 PM CET

David Day

Durdica Misaljevic

APAC

Nov 17 + Nov 18
10:30 AM - 2:00 SGT

Prathibha Gubbe

Nidheesh SN

Saravanan Rajagopa

Virtual Booth Staff - EDU Booth Chat Management

- Booth staff will be expected respond to chat messages between the following hours
 - Americas 10:30 AM - 2:00 PM PST
 - EMEA 11:30 AM - 3:00 PM CET
 - JAPAC 10:30 AM - 2:00 PM SGT
- Chat response
 - Answer
 - Need help? Check [EDU FAQs](#)
 - Can't find an answer in FAQs? Fill out this [spreadsheet](#).

Virtual Booth Staff - EDU Booth Chat Management

Chat response continued

- Can't find answer in FAQs fill out the Capture Unanswered Questions Tab in this [spreadsheet](#).
 - Tab format

Attendee				Question/Comment	Topic		
Date	First Name	Last Name	Email		Product (if applicable)	Education Services	Resolution
					Network Security	ATPs	
					SASE	training credits	
					Cloud-Native	certification vouchers	
					SecOps	certification voucher bulk discounts	
					Automation	certification discounts	
					Threat Intelligence	learning paths	
					Work from Home	technical questions	
					Zero-Trust	course content	
					Okyo Garde	which course should I take	

- At the end of day
 - Copy the chat, and paste it in the [spreadsheet](#) in the tab labeled **Copy of Chat**.

Ignite Booth Training Q&A

Can booth staff preview the content in the Resource Library?

Yes, booth staff can preview all the content in this [folder](#).

How should we handle questions we can't answer?

- Please let the attendee know someone will follow up with them via email.
 - Capture the question, attendee name, and email + add to the [Capture the Chat Sheet](#)
-

Who are the other exhibitors?

Great question, you can find a full list of Internal Exhibitors and Sponsors [here](#).

Who does the “Contact Us” email go to?

Email address: edu-learning@paloaltonetworks.com

Individuals: Steve Canciamilla's teams

Does the Live Chat get assigned to a booth staff member?

No, the Live Chat must be monitored and answered by booth staff.

Team Leads should take point on answering unanswered questions during their designated shift, and copy the chat into the [Capture the Chat Sheet](#) at the end of their shift.

Is there something audible to alert to the chat?

No, there are no audio or visual notifications for the Live Chat.

[Booth Training Session Recording](#)

Passcode: &sfAN.19

Contact & Support



At any time, click the Chat Bot in the lower right corner of your screen and a staff member will respond.

GCS Team

Ed Metcalf

emetcalf@paloaltonetworks.com

Kristy McKinley

kmckinley@paloaltonetworks.com

Susan Gibson

sugibson@paloaltonetworks.com

Event Team

Jo-Ann Pellegrini-Tobey

jpellegrini@paloaltonetworks.com

Mark Ryan | Sponsor Manager

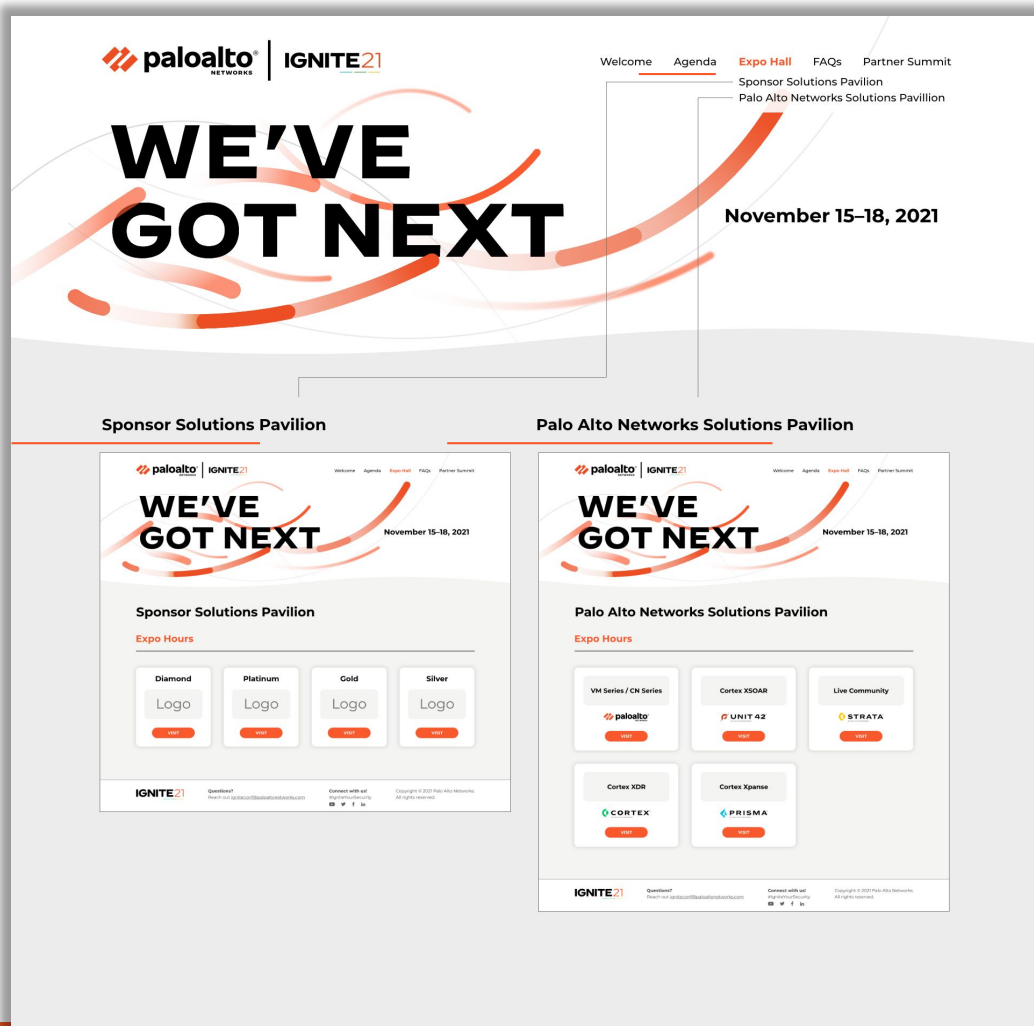
sponsor.support@eeginc.com

mark.ryan@eeginc.com

Additional Booth Information

Navigating to the Booth

- Site opens **Monday, November 15**
- Click on **Expo Hall** - located on the Navigation Bar across the top of site
- Navigate to the Palo Alto Networks Solutions Pavilion to see your Virtual Booth.



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The screenshot shows the top of the Palo Alto Networks IGNITE21 website. The navigation bar at the top includes links for Welcome, Agenda, Expo Hall (highlighted in red), FAQs, and Partner Summit. The main header features the text "WE'VE GOT NEXT" in large, bold, black letters, with "November 15-18, 2021" to its right. Below this, the "Palo Alto Networks Solutions Pavilion" section is displayed, with "Expo Hours" written in red. This section contains five interactive cards, each with a service name, the Palo Alto Networks logo, and a red "VISIT" button. The cards are: Global Customer Services, Education Services, Live Community (featuring the STRATA logo), Cortex XDR (featuring the CORTEX logo), and Cortex Xpanse (featuring the PRISMA logo). The footer contains the IGNITE21 logo, contact information for questions, social media links, and copyright information.

palooalto NETWORKS | IGNITE21

Welcome Agenda **Expo Hall** FAQs Partner Summit

WE'VE GOT NEXT

November 15-18, 2021

Palo Alto Networks Solutions Pavilion

Expo Hours

Global Customer Services

palooalto NETWORKS

VISIT

Education Services

palooalto NETWORKS

VISIT

Live Community

STRATA

VISIT

Cortex XDR

CORTEX

VISIT

Cortex Xpanse

PRISMA

VISIT

IGNITE21

Questions?
Reach out igniteconf@paloaltonetworks.com

Connect with us!
#IgniteYourSecurity
YouTube Twitter Facebook LinkedIn

Copyright © 2021 Palo Alto Networks. All rights reserved.

Scan my Badge

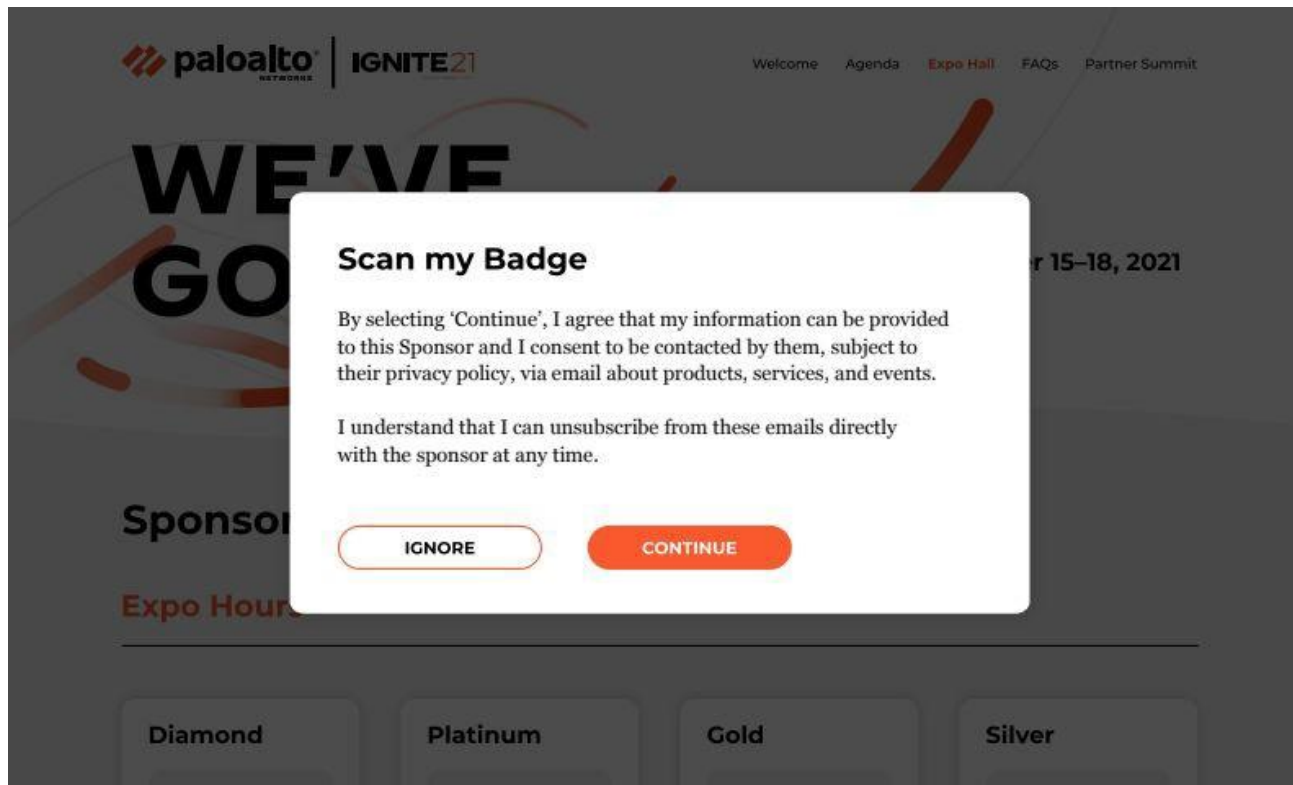
MANDATORY

The Live Chat feature will not display if you do not

- **Click 'Continue' on the Scan my Badge pop-up.**

The option to Scan my Badge pops up each time an attendee clicks into a booth.

The pop up does not display once 'continue' is selected.

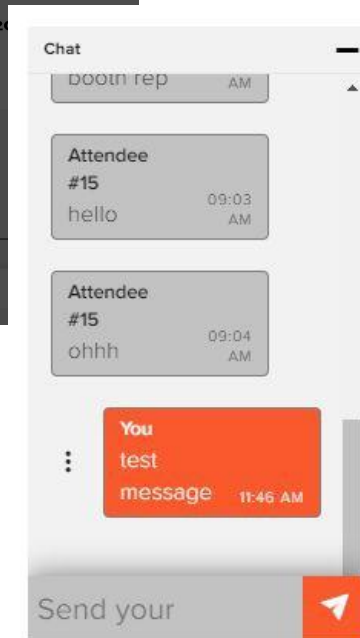
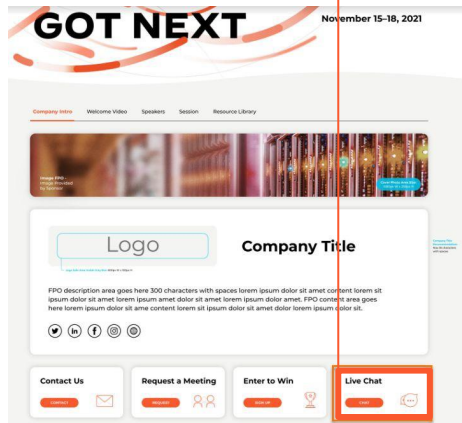
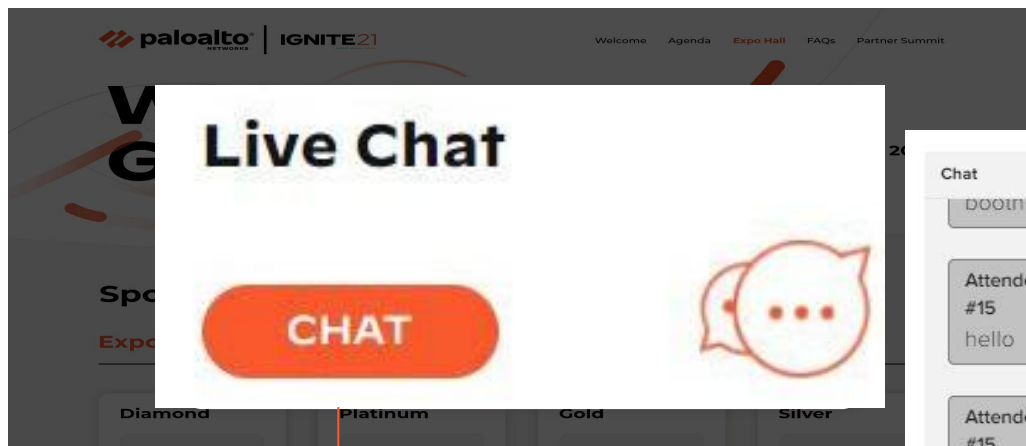


Live Chat

The Live Chat Function is available during Expo Hours. Attendees can click on the CHAT button to leave a question anytime during event.

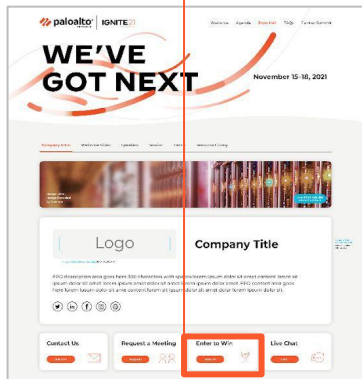
How to Engage as Sponsor:

- Log in to Ignite '21
- Navigate to Virtual Booth
- Click on LIVE CHAT
- Attendees submit question
- Booth Rep can answer in Chat window



Enter to Win

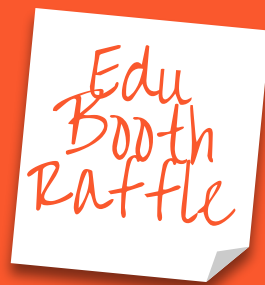
- Enter the ways to win in the text field
- Attached a PDF with the prizes or perhaps a hyperlinked survey.
- Reach out post program to notify the winners!

A screenshot of the 'Enter to Win' contest form. The form has an orange header with the title 'Enter to Win' and a trophy icon. Below the header, there's a section for 'Header Title FPO' with a text area containing placeholder text: 'Enter to win message area 420 characters with spaces recommended for paragraph content. Lorem ipsum dolor information content goes here lorem ipsum dolor sit amet. Message copy here description lorem ipsum dolor sit amet info copy goes here lorem ipsum dolor. Message copy here description lorem ipsum dolor sit amet info copy goes here lorem ipsum dolor copy here description lorem ipsum dolor sit amet info copy here.' Below the text area is an orange button labeled 'TEST PRIZE RESOURCE'. Underneath is a consent statement: 'By selecting 'Continue', I agree that my information can be provided to this Sponsor and I consent to be contacted by them, subject to their privacy policy, via email about products, services, and events. I understand that I can unsubscribe from these emails directly with the sponsor at any time.' At the bottom, there are two buttons: 'RETURN' and 'CONTINUE'. On the right side, there are two small links: 'Enter to win message area: Make 420 characters with spaces' and 'Prize Resource: Make 30 characters with spaces'.

Enter to Win \$100 Gift Card

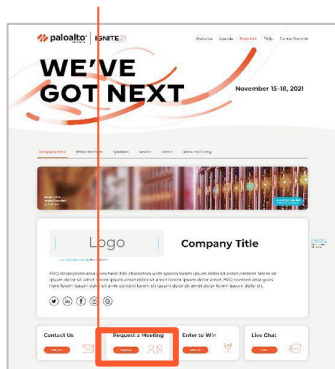
Ten winners will be selected from the Palo Alto Networks Education Services Ignite Virtual Booth visitors.

Merchants vary based on winner location, for more information, please see official rules.



Request a Meeting

- Attendees can request a meeting by clicking on REQUEST A MEETING
- A pop-up with the list of staff names appears
- Attendee opts-in by clicking CONTINUE
- The selected staff will receive an instant email



Email:

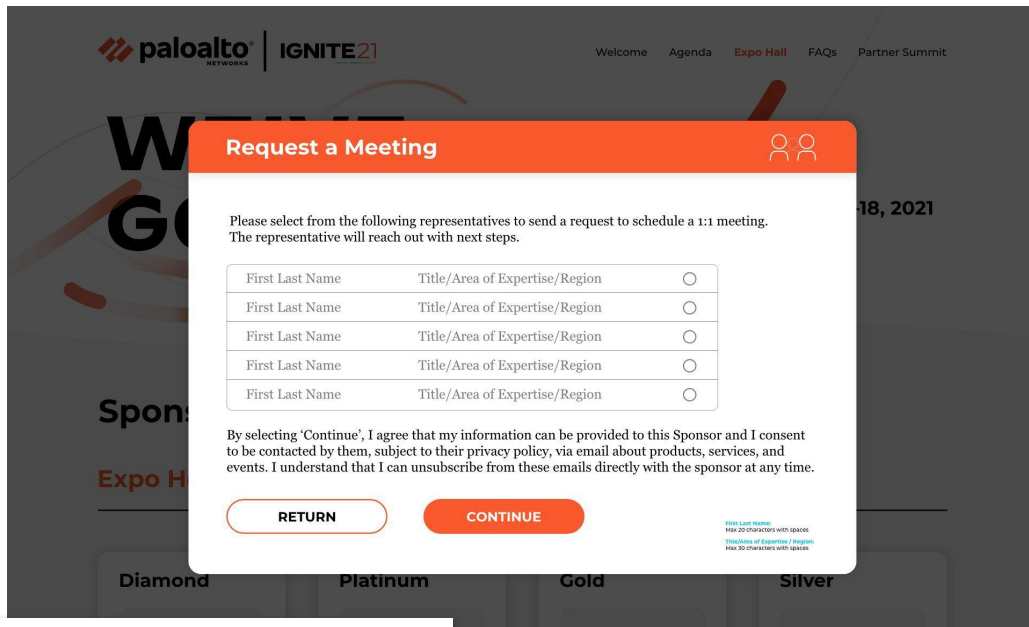
A request to schedule a meeting with the following attendee of the Palo Alto Networks Ignite '21 has been submitted. Do not reply to this email. Feel free to reach out to the attendee listed below at your earliest convenience to engage and provide availability.

Full Name

Email

Region

You are receiving this request because you have been entered as a Sponsor representative participating at Palo Alto Networks Ignite '21. If you have any questions, please contact your internal team lead or ignite_sponsors@paloaltonetworks.com for more information.

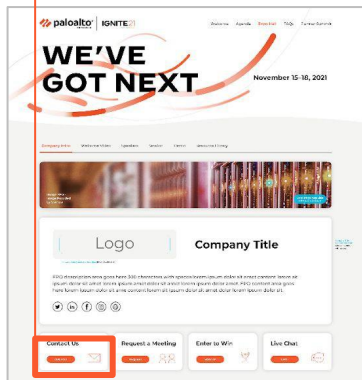


From:
igniteconf@paloaltonetworks.com

Subject:
Meeting Request | Ignite '21
Attendee Contact Info

Contact Us

- Pop up accessed by clicking the 'Contact Us' button under the company intro area
- Attendees add their information and can enter a comment
- The recipients email is not visible to attendees

A screenshot of the 'Contact Us' pop-up form. The form has an orange header with the title 'Contact Us' and a close button (envelope icon). Below the header are two input fields: 'First Last Name' and 'Name@company.com'. Underneath is a section titled 'Questions? Comments?' with a text area containing placeholder text: 'Thank you for your interest. A member of the team will be in contact shortly. Contact us message area 420 characters with spaces recommended for paragraph content. Lorem ipsum dolor information content goes here lorem ipsum dolor sit amet. Message copy here description lorem ipsum dolor sit amet info copy goes here lorem ipsum dolor. Message copy here description lorem ipsum dolor sit amet info copy goes here lorem.' At the bottom of the form is a paragraph of terms and conditions: 'By selecting 'Continue', I agree that my information can be provided to this Sponsor and I consent to be contacted by them, subject to their privacy policy, via email about products, services, and events. I understand that I can unsubscribe from these emails directly with the sponsor at any time.' Below this are two buttons: 'RETURN' and 'CONTINUE'.

Ignite '21 Virtual Exhibitors

Internal Exhibitors

Global Customer Services

Education Services

Live Community

Cloud Deliver Security Services (CDSS)

Next Gen Firewall – VM Series – CN Series

Cortex

First Customer Case Studies

FUEL User Group

Okyo

Prisma SASE (includes Prisma Access & Prisma SD WAN)

Prisma Cloud

Unit 42

Partner Sponsors

AWS

Google Cloud

Insight

Accenture

Mimecast

Optiv

Wipro

Orange Cyberdefense

Alkira

AT&T Cybersecurity

CODE42

Cradlepoint

endace

Exclusive Networks

HCL

LogRhythm

PingIdentity

Recorded Future

Synnex Westcon

Venafi

Arrow

CDW

Critical Start

Firemon

Grey Noise

HashiCorp

Intel471

NVIDIA

OKTA

SafeBreach

SIRIUS

tufin

Westcon

Event Overview

Partner Summit

Americas: November 15
Asia & Europe: November 16

- Partner Focused Keynotes & Breakouts
- Product Sessions
- Geo Breakouts
- 10K Registration Goal



Global Ignite

Americas: November 15-17
Asia & Europe: November 16-18

- 8 Keynotes, 40 Breakouts
- 6 Product & 6 Pre-Cert Prep Trainings
- 118 Submissions to Call for papers
- 25K Registration Goal



Public Sector Ignite

Americas: November 18

- Keynote with Nimesh & Jen Easterly (CISA)
- Keynotes with Senator Gary Peters & Mike Abrashoff (former Naval commander)
- Thought Leadership sessions, Expo
- 1,500 Registration Goal



HQ (PST)

London (CET)

Singapore (SGT)

9am Local Time Starts

9am Local Time Starts

Why should anyone come to Global Ignite 2021?

The pandemic put digital transformation into hyperdrive, creating an attack surface that is more vulnerable than ever. Increasingly sophisticated attackers combined with the transformations that our customers are going through generate unprecedented levels of complexity.

How can you get ready?

That's the theme of **Ignite 2021**. Our customers and prospects can expect to be **Ready for What's Next** by:

- **Learning** how their peers, industry experts, and Palo Alto Networks thought leaders stay ahead.
- **Exploring** a great range of cyber-security content, including technical breakout sessions, keynotes and compelling product and certification training.
- **Engage** with subject matter experts in the Virtual Expo Hall, break-out sessions, and discussion groups.

IGNITE '21

Special Guests



Hasan Minhaj

Peabody Award winning
comedian, writer, producer
and actor

HOST
CONFIRMED



Lena Waithe

Emmy Award winning
screenwriter, producer
and actor

GUEST KEYNOTE
CONFIRMED



Sylvain Filippi

Managing Director and
CTO of Envision Racing
Formula E Team

GUEST KEYNOTE
CONFIRMED



Gustavo Dudamel

Venezuelan conductor and
music director of the Los
Angeles Philharmonic

INTERSTITIALS
CONFIRMED

IGNITE '21

Keynote: Palo Alto Networks Executives on Main Stage



Nikesh Arora
CEO & Chairman



Nir Zuk
Founder & Chief
Technology Officer



Lee Klarich
Chief Product
Officer



**Wendi
Whitmore**
SVP, Threat
Intelligence



Amit Singh
Chief Business Officer



BJ Jenkins
President



**Zeynep Inanoglu
Ozdemir**
Chief Marketing Officer

IGNITE '21

Keynote: Customers & Partners on Main Stage



Brian Geffert
KPMG
Global CISO

**CUSTOMER
CONFIRMED**



Jean-Yves Poichotte
Sanofi
CISO

**CUSTOMER
CONFIRMED**



Herman Young
Investec
Global CISO

**CUSTOMER
CONFIRMED**



Shawn Riley
State of ND
CIO

**CUSTOMER
CONFIRMED**



Rupesh Chokshi
AT&T
Cybersec Leader

**PARTNER
CONFIRMED**



Emily Mossburg
Deloitte
Cybersec Leader

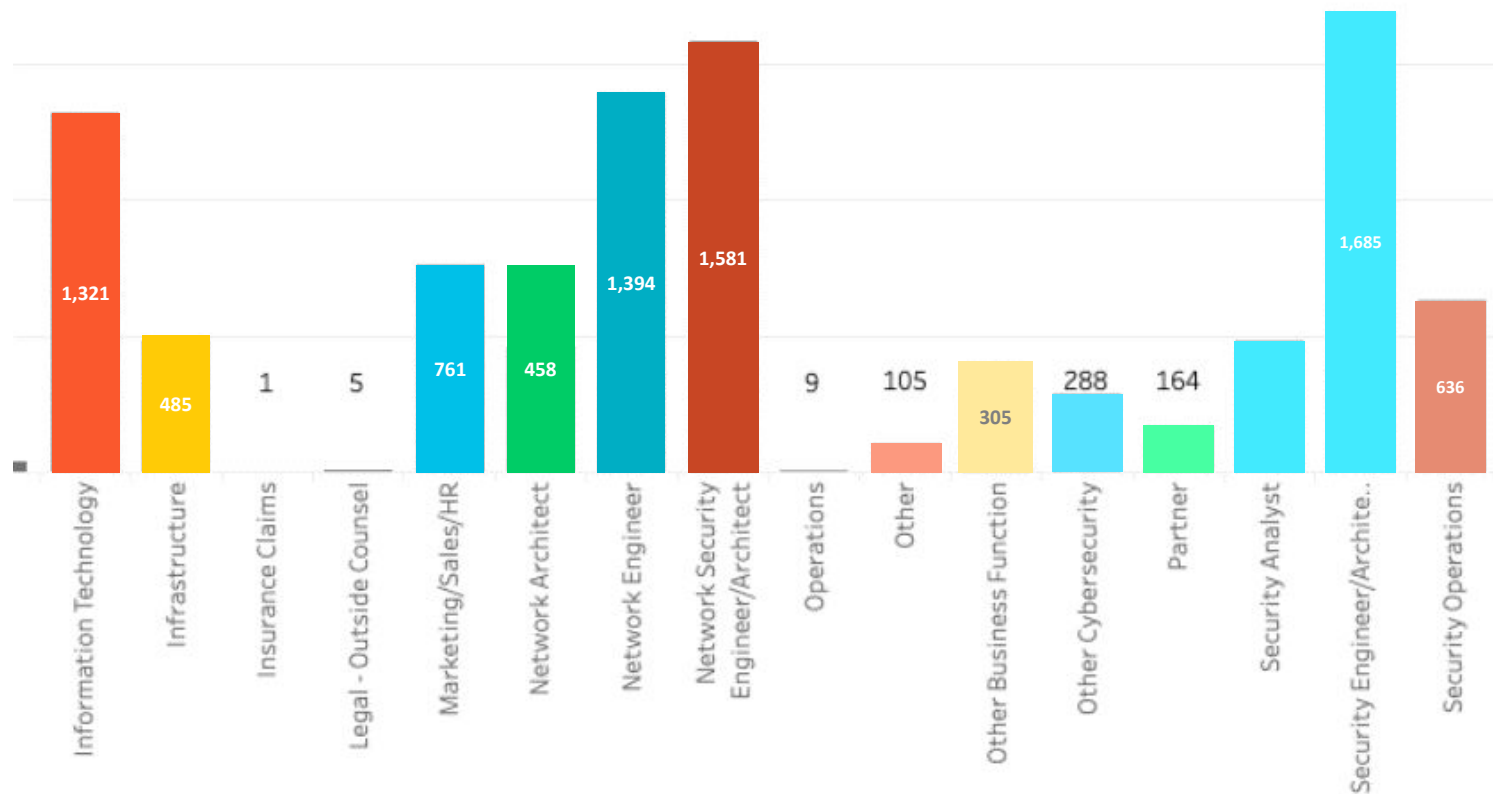
**PARTNER
CONFIRMED**



Jesper Trolle
Exclusive Networks
CEO

**PARTNER
CONFIRMED**

Top Registrations By Job Function (Oct 27)



Week At A Glance

Ignite Global Week begins in **AMERICAS**, followed by **ASIA** then **EUROPE**

Global Ignite

GLOBAL IGNITE - DAY 1

Monday, November 15 (AMS)
Tuesday, November 16 (JAPAC/EMEA)

Partner Summit Keynote

10:00 AM - 1:00 PM PST/SGT/CET
with breaks

Product Training

9:00 AM - 12:00 PM PST/SGT/CET;
1:00 PM - 4:00 PM PST/SGT/CET
with breaks

- [More details](#)
- [Customer Guide here](#)

GLOBAL IGNITE - DAY 2

Tuesday, November 16 (AMS)
Wednesday, November 17 (JAPAC/EMEA)

Welcome Remarks and Opening Keynote | Nikesh Arora, CEO

9:00 AM - 9:30 AM PST/SGT/CET

Zero Trust | Nir Zuk, CTO

9:30 AM - 10:00 AM PST/SGT/CET

External Keynote | PANW Executive and Special Guest TBD

10:00 AM - 10:30 AM PST/SGT/CET

Expo | 10:30 AM - 2:00 PM PST/SGT/CET

Breakouts

10:30 AM - 2:00 PM PST/SGT/CET
with breaks

Pre-Cert Training

2:00 PM - 3:30 PM PST/SGT/CET

- Firewall 1 OR 2
- Cybersecurity
- [More details](#)
- [Customer Guide here](#)

GLOBAL IGNITE - DAY 3

Wednesday, November 17 (AMS)
Thursday, November 18 (JAPAC/EMEA)

Technical Keynote | Lee Klarich, Chief Product Officer

9:00 AM - 9:30 AM PST/SGT/CET

Customer Spotlight | BJ Jenkins, President

9:30 AM - 10:00 AM PST/SGT/CET

External Keynote | Zeynep Inanoglu Ozdemir, CMO and Sylvain Filippi, Managing Director and CTO, Envision Racing

10:00 AM - 10:30 AM PST/SGT/CET

Expo | 10:30 AM - 2:00 PM PST/SGT/CET

Breakouts

10:30 AM - 2:00 PM PST/SGT/CET
with breaks

Pre-Cert Training

2:00 PM - 3:30 PM PST/SGT/CET

- Prisma Cloud
- Cortex XDR
- Cortex XSOAR
- [More details](#)
- [Customer Guide here](#)

*All times Local Time Zone (PST/SGT/CET)

Ignite '21 Product Training & Certification Prep

Ignite Agenda

Americas

November 15 - 18

Monday, November 15 Product Trainings

- Cortex XSOAR
- Firewall
- Prisma Cloud
- CDSS
- Cortex XDR
- Prisma SASE

Tuesday, November 16 Certification Prep

- Palo Alto Networks Cyber Security Entry-Level Technician (PCCET)
- Palo Alto Networks Certified Network Security Administrator (PCNSA)
- Certification Prep: Palo Alto Networks Certified Network Security Engineer (PCNSE)

Wednesday, November 17 Certification Prep

- Certification Prep: Palo Alto Networks Certified Detection and Remediation Analyst (PCDRA)
- Certification Prep: Palo Alto Networks Certified Security Automation Engineer (PCSAE)
- Certification Prep: Prisma Certified Cloud Security Engineer (PCCSE)

Asia

November 15 - 17

Monday, November 15 Product Trainings

- Cortex XSOAR
- Firewall
- Prisma Cloud

Tuesday, November 16 Product Trainings

- CDSS
- Cortex XDR
- Prisma SASE

Wednesday, November 17 Certification Prep

- Palo Alto Networks Cyber Security Entry-Level Technician (PCCET)
- Palo Alto Networks Certified Network Security Administrator (PCNSA)
- Palo Alto Networks Certified Network Security Engineer (PCNSE)

Thursday, November 18 Certification Prep

- Palo Alto Networks Certified Detection and Remediation Analyst (PCDRA)
- Palo Alto Networks Certified Security Automation Engineer (PCSAE)
- Prisma Certified Cloud Security Engineer (PCCSE)

Europe

November 15 - 17

Tuesday, November 16 Product Trainings

- Cortex XSOAR
- Firewall
- Prisma Cloud
- CDSS
- Cortex XDR
- Prisma SASE

Wednesday, November 17 Certification Prep

- Palo Alto Networks Cyber Security Entry-Level Technician (PCCET)
- Palo Alto Networks Certified Network Security Administrator (PCNSA)
- Palo Alto Networks Certified Network Security Engineer (PCNSE)

Thursday, November 18 Certification Prep

- Palo Alto Networks Certified Detection and Remediation Analyst (PCDRA) ***NEW***
- Palo Alto Networks Certified Security Automation Engineer (PCSAE)
- Prisma Certified Cloud Security Engineer (PCCSE)

Thank you

