



3RD ANNUAL
**SERVICE PRO USER
CONFERENCE**
HOME OF SERVICE PRO®



PRELIMINARY AGENDA

September 9-10, 2025 | Baird Center, Milwaukee, WI



Our Customers are the Heart of Service Pro®

Service Pro® by MSI Data is committed to constant improvement - and you, our customers, are the reason we strive to make the best software possible.

SPUC is our way to amplify YOUR voices and to provide a gathering space for you and your industry peers. We anticipate our 3rd annual SPUC to be the biggest one yet - don't miss out on in-depth sessions, collaboration, and previews of the year ahead.

Join us this September to immerse yourself in this 3-day event.



Hot Topics In 2025

Explore the Top Industry Drivers at SPUC 2025

Get ready to dive into the latest trends and address the most pressing challenges in field service.

- **In-depth sessions** with 100 & 200 level content
- **Accelerating** speed to value from technology investments
- **Adapting** to today's customer expectations and employee needs
- **Revolutionizing** the future of service with AI
- **Enhancing** customer experience to drive better relationships & profitable growth



Your Peers, Their Praise!



"A fantastic opportunity to meet other clients like us!"

Andy Van Rens
Service Manager
Total Energy Systems



"As a scheduler myself, I was really excited to hear all the information, and also meet other people in the industry."

Abby Carter
Operations Coordinator
PMC Interior



"I haven't felt inspired like this in such a long time!"

Jon Bobbe
Operations Manager
Correct Digital Displays



AWARDS

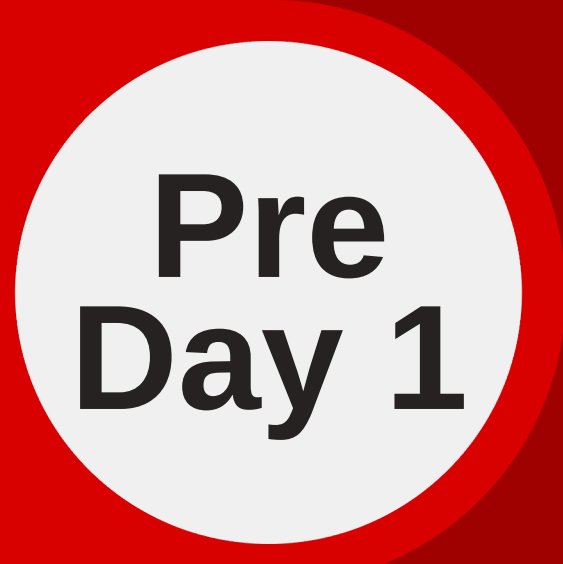
We are thrilled to announce the return of the annual Service Pro® Awards!

Service Pro would truly be nothing without the support of our wonderful customers and partners. This is just one of the many ways we can show our appreciation, and honor our exceptional relationships.



- CUSTOMER OF THE YEAR**
(Company Award)
2024 WINNER: PIEDMONT DOOR SOLUTIONS
- AMBASSADOR OF THE YEAR**
(Company Award)
2024 WINNER: TOTAL ENERGY SYSTEMS
- PARTNER OF THE YEAR**
(Company Award)
2024 WINNER: BIRDDOG





Monday, September 8th, 2025

Pre-Conference Kick-Off Event



Registration & Evening Welcome Event

5:00 PM

Registration Opens

Welcome Event (Location - MSI Data Office!)

7:30 PM

Reception and Registration Concludes



Welcome Event:
MSI Data Headquarters
Schlitz Park, Milwaukee,
WI
September 8-10, 2025
Baird Center
Milwaukee, WI

 **WEBSITE**
info.msidata.com/2025-service-pro-user-conference

 **CONTACT**
msidata.com/contact





Tuesday, September 9th, 2025

11:30 AM
Registration & Lunch for All Attendees
| **Sponsor Hosted**

12:00 PM
Welcome Address
Geoff Surkamer, CEO, **MSI Data**

12:15 PM
OPENING KEYNOTE

1:15 PM - 4:00 PM
Afternoon Sessions
(next slide)

5:00 PM
Happy Hour |
Sponsor Hosted

6:15 PM
Dinner for All Attendees | Day 1 Closing
Remarks
Geoff Surkamer, CEO, **MSI Data**

7:00 PM
Evening Entertainment

Genius Bar: All Day

Stop on by and learn more about certified Service Pro partners and how they can help you maximize profitability





Tuesday, September 9th, 2025

Session Breakdown - Afternoon

	Track A - 100 Level	Track B - 200 Level	Track C - All Levels
1:15 PM	Inspections - Building & Checklists Bill Langosch, Head of Professional Services	Business Intelligence - Turning Data into Actionable Insights Tyler Hart, Solution Engineer & David Palmer, WPI	Partner Hosted: AWS Innovation Service Session
2:15 PM	All Things Contracts - How To Get Started Tyler Hart, Solution Engineer & Andrew Knox, VP Sales & Marketing	Inspections - Multi-Form Inspections, Conditional Logic, & More Bill Langosch, Head Professional Services	New Product Reveal - THRV 1 Steve Berry, Head of Product Management
3:15 PM	API - Custom Integration & Data Extracts Brian Denny, Head of Software Development	Contracts - Getting the most out of Periodic Order Generation Tyler Hart, Solution Engineer & Bill Langosch, Head of Professional Services	AI In Field Service: What Is It? Where To Get Started? Steve Berry, Head of Product Management and Andrew Knox, VP Sales & Marketing





Wednesday, September 10th, 2025

7:30 AM

Breakfast for All Attendees |
Partner Sponsored

8:15 AM

Day 2 Kick Off
Geoff Surkamer, CEO, **MSI Data**
Andrew Knox, VP Sales & Marketing, **MSI Data**

8:30 AM

General Session: Field Service Leader
Panel

9:15 AM - 2:15 PM
Morning Sessions
(next slide)

12:15 PM
Lunch for All Attendees |
Partner Sponsored

1:15 PM

General Session
Scheduler+ & SDRO+
Kayla Reid, Product Owner, **MSI Data**

2:15 PM

General Session
Product Innovation and Roadmap
Steve Berry, Product Management Leader, **MSI Data**

3:00 PM - 3:15 PM

Awards & Closing Remarks
Geoff Surkamer, CEO, **MSI Data**
Andrew Knox, VP Sales & Marketing, **MSI Data**

Genius Bar: All Day

Stop on by and learn more about certified Service Pro partners and how they can help you maximize profitability





Wednesday, September 10th, 2025

Session Breakdown - Morning

	Track A - 100 Level	Track B - 200 Level	Track C - All Levels
9:30 AM	Business Intelligence: Building a Foundation & Getting Started Tyler Hart, Solution Engineer	API: Customer Story & Use Case Brian Denny, Head of Product Development	New Product Reveal - Thrv 2 Steve Berry, Head of Product Management
10:30 AM	Customer Experience: Customer Portal & Technician Tracker John Heinen, CTO/COO	Service Pro Mobile - Best Practices Bill Langosch, Head of Professional Services & Chris Steele, Solution Consultant	Field Service Workshop - Maximizing the Mobile Experience Steve Berry, Head of Product Management & Kayla Reid, Product Owner
11:30 AM	Field Service Workshop - Hot Topics Geoff Surkamer, CEO	Field Service Equipment - Tracking Assets Tyler Hart, Solution Engineer & Bill Langosch, Head of Professional Services	Open Session



Venue

Enjoy Milwaukee's Newly Renovated #1 Event Space

The newly expanded Baird Center (formerly known as the Wisconsin Center) has doubled the convention center space to more than 1.3 million square feet.

As part of the Wisconsin Center District (which includes the Miller High Life Theater and the UW Panther Arena), Baird Center is the largest convention center in the state.

Enjoy a warm Wisconsin welcome during SPUC 2025 at the The Big Cheese of Meetings and Conventions!



Hotel Information

Enjoy The Beautiful Hilton Hotel

Connected via Skywalk to the Baird Center, enjoy a discounted event rate at this art-deco Milwaukee landmark. The Hilton was built in 1927 and still maintains many of its original features.

Room registration within our room block **closes Monday, August 18th**.

Room Rate:

SPUC Attendees
Special 2025 rate

\$157*
per night

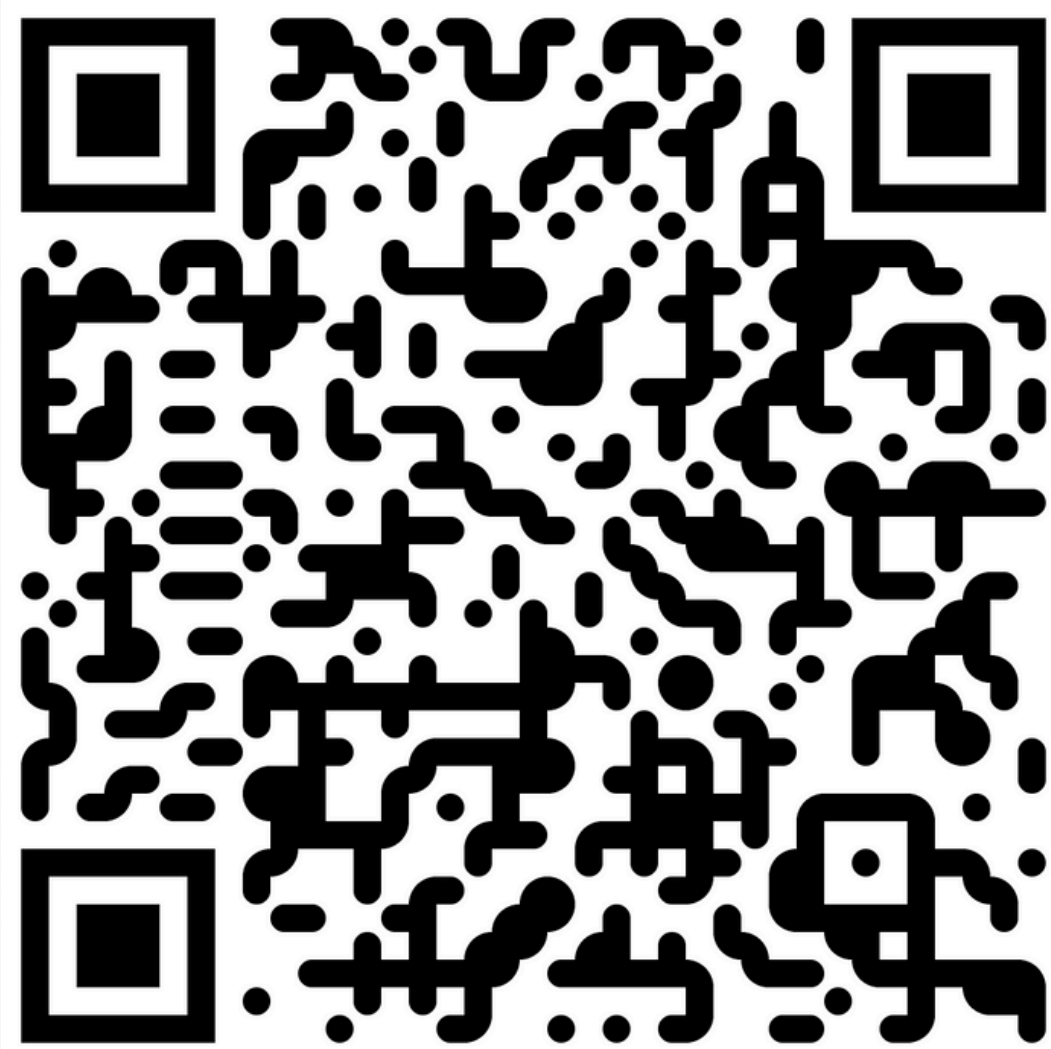
*To make your reservations in our room block, please [click here](#).



VIDEO RECAP: SPUC 2024

Check out the SPUC 2023 experience, and [check out our blog](#) for more in depth reviews of SPUC '24 and '23!

Scan the QR code to watch the SPUC 2024 recap!



SPUC 2025: BAIRD CENTER – 2 DAYS

Early Bird Pricing (ends May 2025)

Two Day Conference
(and Welcome Event)

September 8-10

~~\$550~~

\$375

Early Bird Discount – Register by May 31st-
Save **\$175**

[BOOK NOW](#)

Regular Pricing

Two Day Conference
(and Welcome Event)

September 8-10

\$550

[BOOK NOW](#)

