



INTEGRATOR BOOTCAMP

PARA UN MANEJO SUPERIOR
DE LOS INTEGRADORES

Latin Press and ALFIL announce launch of training bootcamp for independent dealers and integrators in Latin America

(Miami - November 16, 2022) Latin Press, media and events producer, and ALFIL – a Colombian based technology institute - have entered into an agreement for the production of a series of training seminars – Bootcamp for Integrators™ – to be produced in conjunction with the IntegraTEC™ exhibitions in Mexico and Colombia.

To be held the same week as the IntegraTEC™ exhibitions, the eight (8) hour two day seminar will be a review for owners and directors of SMB technology services firms working in systems integration, residential technology, building automation, electronic security, among other low-voltage services.

Among the different responsibilities, the Bootcamp for Integrators™ will review:

- Vendor & Technology Selection
- Marketing & Sales
- Salary and Compensation Packages
- Closing, closing, closing
- Budgeting
- Recruitment & Retention
- Sucession Planning
- And more!

"To date all the different trainings offered in the marketplace are either technology or product focused," said Max Jaramillo, Managing Director of Latin Press. "The purpose of Bootcamp for Integrators™ is to give the firms' directors – both newbies and veterans - an overview as to how to better operate their business as an owner manager."

"All integrators must have the necessary skills to run a technology company professionally," said Germán Cortés, General Manager of ALFIL. "Our Integrator BootCamp is a good way to update yourself and see if you are doing it right."

Dates of the different activities will be posted shortly.

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About ALFIL

ALFIL is a privately run training institute based in Bogotá, Colombia with decades experience electronic security, building automation and av systems integration.

About Latin Press

Based in Miami, Latin Press is a business-to-business media and events firms, specialized in systems integration, building automation, electronic security and hvac industries among other fields, and is the producer of the newly rebrand systems integration exhibition – IntegraTEC™ with yearly editions in Brazil, Colombia and Mexico.