

# ALSD

## SCHEDULE OF EVENTS

\* Attendees: Be sure to check the addendum for amendments to the schedule, such as session times, dates, or locations.

### Sunday, July 14

Time	Activity / Session	Speakers / Notes	Location	Who Attends
8:00 a.m.	Registration Open All Day	Credential & Program Pick Up	Platinum Foyer, Floor 2	All Attendees Welcome
8:00 a.m. - 3:00 p.m.	Exhibitor Set Up	ALSD and GES onsite for Assistance	Platinum Ballroom & Foyer, Floor 2	Exhibitors
2:00 p.m.	New Attendees Meeting	ALSD Leaders, Board Advisors, Franklin Group	Plaza I-III, Atrium Side	New Attendees Welcome
3:00 p.m.	Opening Welcome	MC: Bill Guertin Welcome: Javier Cano, Marriott International	Platinum Ballroom, Floor 2	All Attendees Welcome
3:30 p.m.	Opening Keynote: How the Stars are Aligning for Premium to Shine	Jeff Ianello, Samantha Berg, SeatGeek	Platinum Ballroom, Floor 2	All Attendees Welcome
4:00 p.m. - 7:00 p.m.	Opening Night in the Exhibit Hall	Cocktail Reception, Hor D'oeuvres	Platinum Ballroom & Foyer, Floor 2	All Attendees Welcome
6:45 p.m. - 7:15 p.m.	Buses Depart for LA Memorial Coliseum & BMO Stadium	Buses Shuttle Guests to and from Venues	Conference Center, Floor 1	All Attendees Welcome
7:00 p.m.	Tours & Reception: LA Memorial Coliseum & BMO Stadium	Immersive Education & Networking	LA Memorial Coliseum & BMO Stadium	All Attendees Welcome

### Monday, July 15 Please Note: All Attendees/Exhibitors/Sponsors are invited to all Monday sessions and Premium Teams/Venues may attend League Day Meetings.

Time	Activity / Session	Speakers / Notes	Location	Who Attends
7:00 a.m.	Registration Open All Day	Credential & Program Pick Up	Platinum Foyer, Floor 2	All Attendees Welcome
8:30 a.m. - 9:30 a.m.	All-Attendee Breakfast	MC: Bill Guertin	Platinum Ballroom, Floor 2	All Attendees Welcome
8:45 a.m.	State of the Industry	Rob Hunden	Platinum Ballroom, Floor 2	All Attendees Welcome
9:15 a.m.	Setting the Table: Trends in Premium F&B	Chef Rich Grab	Platinum Ballroom, Floor 2	All Attendees Welcome

# SCHEDULE OF EVENTS

## Monday, July 15 (Continued)

Time	Activity / Session		Speakers / Notes	Location	Who Attends
<b>9:45 a.m. - 4:30 p.m.</b>	National Basketball Association		William Stephens, Brianna Boseman, Tumua Tavana, Kalyn Hutchinson, Amelia Girgenti, Amy Rea	Diamond Ballroom, Salon 3, Floor 3	NBA Teams/Venues
	National Hockey League		Tom Dunn, Nick Daly, Rob Mulhall, Jerrett Burke, Reece Fischer	Diamond Ballroom, Salons 1-2, Floor 3	NHL Teams/Venues
	National Football League		Hadley Rossitter, David Nelson, Kristen Mackie, Scott LaBounty	Diamond Ballroom, Salons 6-7, Floor 3	NFL Teams/Venues
	<b>CONCURRENT LEAGUE MEETINGS</b> Major League Baseball		Deric Manrique, Craig Sindici, Thomas Kilkenny, Alex Marsh	Diamond Ballroom, Salons 8-9, Floor 3	MLB Teams/Venues
	Major League Soccer, Int'l Soccer		Travis Case, Randi Burch, Mike Quarino, Andrew Hill	Diamond Ballroom, Salon 10, Floor 3	MLS, Soccer Teams/Venues
	College & University		Bobbi Busboom, Justin Doyle, Robbie Valentine, Michael Meitin, Cathy Winter, Kristin Miller, Ruby Newell-Legner	Morning: Plaza II-III, Atrium Side Afternoon: Plaza II, Atrium Side	Colleges & Universities
	Events, Entertainment, Tennis, PAC, Racing, Minor League		Chelsea Leitch, Abbie Goldberg, Holly Schweitzer, Cathy Winter, Kristin Miller, Ruby Newell-Legner	Morning: Plaza II-III, Atrium Side Afternoon: Plaza III, Atrium Side	Entertainment Venues & Events
<b>9:45 a.m. - 12:00 p.m.</b>	9:45 a.m. - 10:00 a.m.	Multi-Market Venues and the Decisions on Venue Location	Rob Hunden	Platinum Ballroom, Floor 2	All Attendees Welcome
	10:00 a.m. - 10:15 a.m.	The Fifth Grand Slam: An Iconic Inaugural Year at Indian Wells	Teri Silvi	Platinum Ballroom, Floor 2	All Attendees Welcome
	10:20 a.m. - 10:35 a.m.	From the Street to the Seat: Curating the EveryFan Experience	Andrew Jacobs, Greg Tanski	Platinum Ballroom, Floor 2	All Attendees Welcome
	10:40 a.m. - 10:55 a.m.	Beyond the Trends	Jim Renne	Platinum Ballroom, Floor 2	All Attendees Welcome
	11:00 a.m. - 11:15 a.m.	A+X=C: Creating the Unexpected in Venues Today	Justin Wood	Platinum Ballroom, Floor 2	All Attendees Welcome
	11:20 a.m. - 12:00 p.m.	Partnership Activation: Art or Science? Both? Neither?	Shani Tate Ross, Matt Lawler	Platinum Ballroom, Floor 2	All Attendees Welcome
<b>12:00 p.m. - 1:30 p.m.</b>	All-Attendee Exhibit Hall Lunch and Learn, featuring Cosm		Lunch, Exhibit Hall Networking, Feature Session	Platinum Ballroom & Foyer, Floor 2	All Attendees Welcome
<b>1:00 p.m.</b>	Shared Reality is Set to Define the Next Era in Sports Fanhood		Corey Breton, Mazen Alawar	Platinum Ballroom, Floor 2	All Attendees Welcome

# SCHEDULE OF EVENTS

## Monday, July 15 (Continued)

Time	Activity / Session	Speakers / Notes	Location	Who Attends	
<b>1:30 p.m. - 4:30 p.m.</b>  <b>MICRO-SESSIONS AND ROUNDTABLES</b>	2:00 p.m. - 2:15 p.m.	Keeping Current: The Rise of Female-Specific Venues	Christina Franklin	Platinum Ballroom, Floor 2	All Attendees Welcome
	2:20 p.m. - 2:55 p.m.	An Outcomes-Based Approach to Venue Tech	Pierre-Sébastien Gauthier, Monty Low, Ben Youket	Platinum Ballroom, Floor 2	All Attendees Welcome
	3:00 p.m. - 3:15 p.m.	Help Achieve Sustainability Goals through Keg Wine	John McCash	Platinum Ballroom, Floor 2	All Attendees Welcome
	3:20 p.m. - 4:00 p.m.	Can Sustainability be Stylish?	Matthew Buswell, Nelson Ventress, Andrew Kesel	Platinum Ballroom, Floor 2	All Attendees Welcome
	4:00 p.m. - 4:30 p.m.	The Right Recipe for F&B Partnerships	Natalie LeMon	Platinum Ballroom, Floor 2	All Attendees Welcome
<b>4:30 p.m. - 6:00 p.m.</b>	All-Attendee Happy Hour in the Tradeshow	Product Education & Networking	Platinum Ballroom & Foyer, Floor 2	All Attendees Welcome	
<b>5:45 p.m. - 6:15 p.m.</b>	Buses Depart for SoFi Stadium and Cosm	Buses Shuttle Guests to and from Venues	Conference Center, Floor 1	All Attendees Welcome	
<b>6:00 p.m.</b>	Tour: SoFi Stadium	Immersive Education & Networking	SoFi Stadium	All Attendees Welcome	
<b>7:30 p.m.</b>	Tour & Reception: Cosm	Immersive Education & Networking	Cosm	All Attendees Welcome	

## Tuesday, July 16 Please Note: All Attendees/Exhibitors/Sponsors are invited to all Tuesday sessions.

Time	Activity / Session	Speakers / Notes	Location	Who Attends
<b>8:00 a.m. - 4:15 p.m.</b>	Sports Sales Boot Camp: See Page 102 for Full 12-Session Agenda	MC: Troy Kirby	Diamond Ballroom, Salon 4, Floor 3	Pre-Registration Encouraged
<b>9:00 a.m.</b>	Opening Welcome & Special Announcement	MC: Bill Guertin	Platinum Ballroom, Floor 2	All Attendees Welcome
<b>9:00 a.m.</b>	Visionary Award Presentation & Acceptance	Janet Marie Smith	Platinum Ballroom, Floor 2	All Attendees Welcome
<b>9:30 a.m. - 10:10 a.m.</b>	Attention to Detail: Eyeing Opportunities to Elevate our Venue Experiences	Erica Muhlenbruch, Qiava Martinez, Toni Will, Janet Marie Smith, Michele Kajiwara	Platinum Ballroom, Floor 2	All Attendees Welcome
<b>10:10 a.m. - 10:40 a.m.</b>	Marketing's Massive Impact on Premium Profits: 5 Proven Campaigns	Candy Fuzesy, Ashley Campisi, Hadley Rossitter, Derek Perchaluk	Platinum Ballroom, Floor 2	All Attendees Welcome

<b>10:30 a.m. - 1:30 p.m.</b>	Harnessing Emotional Intelligence and Team Chemistry	Cathy Winter	Plaza II, Atrium Side	By invitation only
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# SCHEDULE OF EVENTS

## Tuesday, July 16 (Continued)

Time	Activity / Session	Speakers / Notes	Location	Who Attends
<b>10:45 a.m. - 12:00 p.m.</b> <b>CONCURRENT SUPER SESSIONS &amp; ROUNDTABLES</b>	The Mega Brainstorm, Take Two	Jessica Gaffney, Panos Pappas	Diamond Ballroom, Salon 5, Floor 3	All Attendees Welcome
	Success Strategies to Revitalize Engagement for Events & Premium Sales	Larry Fretz, Elizabeth Silva, Brent Centlivre, Candy Fuzesy	Diamond Ballroom, Salons 1-2, Floor 3	All Attendees Welcome
	Old Bones, New Ideas	Jim Renne, Terry McIntyre, William McCullough, Andrew Jacobs	Diamond Ballroom, Salons 6-7, Floor 3	All Attendees Welcome
	Corporate Combine: Assessing and Drafting High-Level Talent	Dr. Justin Anderson	Diamond Ballroom, Salons 8-9, Floor 3	All Attendees Welcome
<b>12:00 p.m. - 1:30 p.m.</b>	All-Attendee Exhibit Hall Lunch	Lunch, Exhibit Hall Networking	Platinum Ballroom & Foyer, Floor 2	All Attendees Welcome
<b>1:30 p.m. - 2:10 p.m.</b>	Standing Out From The Crowd	Roy Westwood, Kayla Schine, Arich Berghammer, Samara Mezher, Claudio Bambagioni	Platinum Ballroom, Floor 2	All Attendees Welcome
<b>2:10 p.m. - 5:00 p.m.</b>	Exhibitor Tear Down	ALSD and GES onsite for Assistance	Platinum Ballroom & Foyer, Floor 2	All Attendees Welcome
<b>2:15 p.m. - 2:55 p.m.</b> <b>BREAKOUT SESSIONS</b>	It's the Thought that Counts	Kylee Chandler, Evan Gitomer	Diamond Ballroom, Salon 5, Floor 3	All Attendees Welcome
	What's Poppin' in Premium	Adam Stover	Diamond Ballroom, Salons 1-2, Floor 3	All Attendees Welcome
	Lumen Field Puts Fan Experience First w/ Fanovation by Amazon's JWO	Ben Miller, David Young	Diamond Ballroom, Salons 6-7, Floor 3	All Attendees Welcome
	Maximizing Secondary Ticketing Revenue: A Data-Driven Approach	Rich Krezwick, Jordan Otto, Carmen Kesner, Chris Spano, Roger Jones	Diamond Ballroom, Salons 8-9, Floor 3	All Attendees Welcome
	Good to Great: A Blueprint for Revenue Growth & Operational Efficiency	Scott Spencer	Diamond Ballroom, Salons 10, Floor 3	All Attendees Welcome
<b>3:00 p.m. - 3:40 p.m.</b> <b>BREAKOUT SESSIONS</b>	Redefining Hospitality	Simon Nash, Kevin Gessay, Matt Botten, Nicole Houin	Diamond Ballroom, Salon 5, Floor 3	All Attendees Welcome
	Psychographics: Why a Buyer Buys	Jim Renne, Matthew King, Justin Wood	Diamond Ballroom, Salons 1-2, Floor 3	All Attendees Welcome
	Beyond the Game: The Evolution of Stadiums into Entertainment Hubs	Monnie Johnson, Nick Baker, Eric King, Monty Low	Diamond Ballroom, Salons 6-7, Floor 3	All Attendees Welcome
	Unlocking Winning Partnerships		Diamond Ballroom, Salons 8-9, Floor 3	All Attendees Welcome
	AI Advantage in Premium Ticketing: Unlocking 7-Figure Opportunities	Derek Rey, Mark Fasching	Diamond Ballroom, Salon 10, Floor 3	All Attendees Welcome
	Intuit Dome: LA's New Take on Premium Seating	Scott Simmons, Danny Pietrafeso	Diamond Ballroom, Salon 3, Floor 3	All Attendees Welcome

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## Tuesday, July 16 (Continued)

Time	Activity / Session	Speakers / Notes	Location	Who Attends
<b>3:45 p.m. - 4:15 p.m.</b> <b>BREAKOUT SESSIONS</b>	Revenue Maximization	Jeremy Eisler, Aaron Holland, Brian Jemison	Diamond Ballroom, Salon 5, Floor 3	All Attendees Welcome
	Mastering the Language of Success: Empower Your Sales & Service Skills	Kristin Miller	Diamond Ballroom, Salons 1-2, Floor 3	All Attendees Welcome
	Call it What You Want: Creating and Naming Our New Premium Products	Jenny Stephens, Amanda Caldwell	Diamond Ballroom, Salons 6-7, Floor 3	All Attendees Welcome
	A Conversation With carbonhouse and FEVO: Digitizing and Selling Premium & Suites in a Flash	Alissa Persichetti, Brandon Lucas	Diamond Ballroom, Salons 8-9, Floor 3	All Attendees Welcome
	How a Fragmented Sales Process Can Shatter Your Sales Team's Results	Lance Tyson	Diamond Ballroom, Salon 3, Floor 3	All Attendees Welcome
<b>4:20 p.m. - 4:45 p.m.</b>	Closing Keynote: The Recipe for Success at Paris 2024	Chef Jeff Leidy	Diamond Ballroom, Salon 5, Floor 3	All Attendees Welcome
<b>6:00 p.m.</b>	Depart for Closing Gala: Crypto.com Arena, Peacock Theater	Walking to and from through L.A. LIVE	Atrium Lobby, past Glance Lobby Bar	All Attendees Welcome
<b>6:00 p.m. - 8:30 p.m.</b>	Closing Gala: Crypto.com Arena, Peacock Theater	Immersive Education & Networking	Crypto.com Arena, Peacock Theatre	All Attendees Welcome