



Agenda Day 1

MON / 02.11 (tracks by Theme)

LEADERSHIP

BREAKTHROUGH

ENGAGEMENT

8:00 - 9:00

Registration and Continental Breakfast

9:00-10:15

WELCOME + KEYNOTE WITH KIM & KEITH

10:15-10:45

Coffee Break with Business Partners

10:45 - 11:45

WOMEN'S AD PANEL. Join us for an interactive panel with leading athletic directors from powerful institutions, who are all strong women leaders. You will hear their stories as well as lessons from their journeys to becoming an AD.

OPTIMIZED PRICING AND PACKAGING STRATEGIES. There is a fine balance between maximizing revenue and filling your seats. With venue renovations, additional premium areas, and more focus on revenue management, there are a myriad of pricing and ticket packaging strategies that have a profound impact on your revenue. We'll discuss ideas, concepts and strategies for success.

RE-IMAGINING THE CUSTOMER JOURNEY. The path to purchase is not linear. There is a wide array of interactions with your fans and patrons that lead to the curation of a conversion. Hear from industry thought leaders on strategies and technologies to create a personalized customer journey to buy tickets and enhance engagement.

11:45 - 1:15

LUNCH - IN-N-OUT BURGER

1:15 - 2:15

PACIOLAN PRODUCT STRATEGY AND VISION. Come hear and see the exciting changes taking place at Paciolan within Product Engineering; including strategies, vision and technology we are bringing to the market through our B2B client platform, B2C consumer experiences and with our partner integrations. Preview what's already available, what's coming this year, and where we're going together in the future.

2:15- 2:45

Coffee Break

2:45 - 3:45

TURNING LEADERSHIP INTO REVENUE RAINMAKING. Join us for a thought-provoking discussion with leaders from the entertainment industry on trends that are impacting their business and how they are addressing opportunities to drive revenue.

A BOLD DISCUSSION AROUND DISTRIBUTION AND YIELD MANAGEMENT - THE RIGHT SEATS AT THE RIGHT PRICE. The industry is changing and the way to sell tickets and drive revenue is changing with it. Join us for a provocative session around pricing, the blending of primary and secondary ticketing, consolidation and distribution channels. This session will challenge your precepts of traditional ticketing and distribution strategies.

FRESH SOCIAL AND TECHNOLOGY STRATEGIES TO SELL TICKETS AND DRIVE DONATIONS. Participate in an innovative session around leveraging social media and other technologies to deeply engage customers, acquire new fans and sell more tickets through new channels.

3:45- 4:15

Coffee Break

4:15 - 5:15

LEADERS BEHIND THE SCENES. This session will feature leaders that are the right hand of the AD, CEO or Executive Director. You will hear from these powerful executives about how they are driving change, managing their organizations and facilitating successful programs.

ADDRESSING THE ATTENDANCE ISSUE. It's no longer just about selling tickets, it is also about getting customers to show up and attend your events. We'll hear proven strategies, new ideas and discuss opportunities with your peers.

ACQUISITION, CONVERSION, RETENTION. Hear from thought-leading peers who will share their strategies and vision around managing customer service, sales and retention. We'll discuss ideas and innovations to build your pipeline of new customers, drive additional conversions and tickets sales, and retain your most valuable fans and patrons.

6:00 - 7:00

PRE PACFEST COCKTAIL PARTY

7:00 - 11:00

PACFEST

FEBRUARY 10 - 13, 2019

NEWPORT BEACH MARRIOTT HOTEL & SPA

NEWPORT BEACH, CA





Agenda Day 2

TUES / 02.12 (tracks by Function)



VISIONS

MARKETING & SALES

PRODUCT

8:15 - 9:00

Continental Breakfast

9:00 - 9:45

ANNUAL STAR AWARDS

9:45 - 10:15

Break

10:15 - 11:15

STRATEGIC SOLUTIONS WITH STUBHUB. Learn how your peers are leveraging the power of an integrated StubHub/Paciolan solution to grow their business. This session will feature how to extend reach with direct listings, maximize revenue with pricing and fee management and leveraging secondary data for future growth.

DIGITAL MARKETING BEST PRACTICES. The power of programmatic digital marketing continues to expand providing limitless opportunities to acquire new fans, engage interested customers and drive conversions. Hear from your peers who are driving innovative ideas and leveraging new trends to make the most of digital marketing channels.

PRODUCT ROUND TABLE DISCUSSION. Join Paciolan product experts to get an intimate inside look at the Paciolan product suite including features and enhancements for the products and services that you use daily. This interactive forum will allow you to ask questions, explore functionality and see first hand the future of the Paciolan product suite.

11:15 - 11:30

Break

11:30 - 12:30

BREAKING THROUGH SILOS - ORGANIZATIONAL COHESION. Join us for a discussion around breaking down walls within organizations and combining strategy and collaboration with ticketing, marketing, fundraising and operations under a common vision to achieve remarkable results.

MARKETING AUTOMATION BEST PRACTICES + MOVABLE INK. Learn cutting edge strategies and personalized customer engagement practices to sell tickets, drive revenue and deepen interactions with customers through marketing automation. You will also hear more about the new Movable Ink platform to help raise the bar on your marketing automation campaigns.

PRODUCT ROUND TABLE DISCUSSION. Join Paciolan product experts to get an intimate inside look at the Paciolan product suite including features and enhancements for the products and services that you use daily. This interactive forum will allow you to ask questions, explore functionality and see first hand the future of the Paciolan product suite.

12:30 - 1:30

LUNCH

1:30 - 2:30

AFTERNOON KEYNOTE

2:30 - 2:45

Break

2:45 - 3:45

TAKING PARKING TO THE NEXT LEVEL. Learn how to leverage technology and new opportunities to monetize parking to generate more revenue as well as enhance the customer experience. You will hear from ParkHub and other clients who have created several different and successful models.

MOBILE MARKETING BEST PRACTICES. Mobile continues to grow in importance of engaging customers. Hear from leading technologists and peer institutions how they are tapping into mobile technologies to present engagement and commerce opportunities that are moving the needle including mobile apps, SMS programs and mobile customer engagement.

PRODUCT ROUND TABLE DISCUSSION. Join Paciolan product experts to get an intimate inside look at the Paciolan product suite including features and enhancements for the products and services that you use daily. This interactive forum will allow you to ask questions, explore functionality and see first hand the future of the Paciolan product suite.

3:45 - 4:30

Break

4:30 - 5:30

STANDING OUT IN A CROWDED MARKET PLUS COMMUNITY ENGAGEMENT AND GROWTH. Whether you are in a concentrated metropolitan market with a myriad of entertainment options, or you are the primary focus in your community, there are a variety of community engagement and differentiation strategies to interact with fans/patrons and customers and increase your share of wallet. Hear from pioneers in our community with new ideas to stand out and interact with your community.

ROUND TABLES FOR COLLEGE ATHLETICS. Share unique solutions to challenges that are faced by college athletics organizations. This session will feature interactive discussion, peer sharing and brainstorming to overcome common industry challenges.

5:30 - 7:00

COCKTAIL HOUR

7:00 - 11:00

NETWORKING



TECHNOLOGY & ANALYTICS

PAC "HOW-TO"

FUNDRAISING

THINKING DIFFERENTLY ABOUT DATA.

Customer data is the lifeblood of your organization and can be leveraged to make informed decisions to better manage your business. Join thought leaders and peers in our industry to understand new data-driven strategies and unlock possibilities presented by data.

ACTIVATING A DATA-DRIVEN CULTURE THROUGHOUT YOUR ORGANIZATION.

Having a culture focusing on data and using data-driven business practices is an effort that everyone in your organization needs to embrace for optimal success. Hear strategies and ideas from organizations who are on the leading edge of having a data-driven philosophy in their business.

PACIOLAN REPORTING AND BUSINESS INTELLIGENCE.

Join our reporting and business intelligence team to understand all of the reporting, analytics and business intelligence tools available to you and your organization.

ROUND TABLES FOR COLLEGE ATHLETICS - MID MAJORS.

Share unique solutions to challenges that are faced by college athletics organizations. This session will feature interactive discussion, peer sharing and brainstorming to overcome common industry challenges.

HOW TO BETTER PREPARE FOR THE PAC PLATFORM CONVERSION.

Hear directly from clients who already moved to the new Pac Platform and what they learned from going through the conversion. This session will prepare you with ideas and tips to make the most of the move to the new Pac Platform.

ACCESS MANAGEMENT OVERVIEW AND BEST PRACTICES.

Learn about new technology, success with hosted access, and customer experience enhancements. We'll cover a wide variety of topics including new technology for scanning, ingress strategies to make it easier for fans and customers to get into your venue, and enriched fan experience opportunities.

PAC MAIL HOW-TO SESSION.

Learn successful tips and tricks from Pac Mail powered by Cheetah Digital. We'll hear from product experts featuring industry trends and ideas to efficiently segment, build, and deliver effective email marketing campaigns.

ROUND TABLES FOR ARENAS, ARTS AND ENTERTAINMENT.

Share unique solutions to challenges that are faced by like-minded organizations. This session will feature interactive discussion, peer sharing and brainstorming to overcome common industry challenges.

STRATEGIC CHANGES IN FUNDRAISING - STAY AHEAD OF THE CHANGE.

One thing is constant in fundraising: change. During this interactive session we will dialogue around the ongoing changing impacting non profit fundraising and hear innovative ideas that move and improve fundraising campaign success.

DONOR ACQUISITION STRATEGIES.

Hear how leading institutions are leveraging technology to acquire donors and make the most of strategic events to maximize fundraising revenue.

MARKETING AUTOMATION AND SALESFORCE BEST PRACTICES SPECIFICALLY FOR FUNDRAISING.

Leveraging advanced techniques in marketing automation and Salesforce can lead to significant growth in donor campaigns and fundraising revenue. Share ideas and hear proven concepts leveraging personalized automation and Salesforce campaigns created specifically for fundraising.

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Agenda Day 3

WED / 02.13 *(tracks by Function)*

VISIONS

MARKETING & SALES

PRODUCT

8:00 - 9:00

Continental Breakfast

9:00 - 10:00

THE ROAD TO DIGITAL - THINKING DIFFERENTLY ABOUT HOW TO MARKET AND SELL TICKETS.

Digital ticketing creates new opportunities to reimagine how we interact with our customers at every touchpoint. From event discovery, to purchase and redemption to the experience at your venue. Join peers who have deployed successful approaches to take advantage of the digital ticket.

INNOVATION WORKSHOP WITH GOOGLE.

Hear about the Google innovation strategy and how you can enact that at your venue. During this interactive workshop we will inspire you to tackle new opportunities and innovations that you can take back to your organization.

STUDENT TICKETING AND ENGAGEMENT.

Today's students think differently, are motivated differently and are being bombarded with communications and social interactions at a faster pace than ever before. Come hear from peer organizations how they are looking at student ticketing and effectively engaging with their student community to sell tickets, create a great student atmosphere and engage them on their terms.

10:00 - 10:15

Break

10:15 - 11:15

STRATEGIES FOR CUSTOMER ACQUISITION AND RETENTION.

Hear how to retain a growth in subscriber base from marquee events (like Hamilton) to continue momentum. We will also discuss how to acquire younger demographics and attract new customers within an aging customer base. These are just a few of the opportunities that we will tackle in this interactive forum discussion.

SALESFORCE AND CRM STRATEGIES.

Learn how effective Salesforce strategies can help your organization to manage leads, convert opportunities and efficiently manage programs to grow revenue and sell more tickets.

BALLENA TECHNOLOGY INTEGRATIONS.

Join the Ballena team as well as your peers who are leveraging Ballena technologies to understand what benefits have we realized from the integration so far, best practices at their institutions and new strategies for the Ballena technologies to enhance the customer experience while selling more tickets.

11:15 - 11:30

Break

11:30 - 12:30

HOW TO CONTINUE TO GROW REVENUE FROM NON-TRADITIONAL REVENUE STREAMS.

Let's face it, we are all challenged with growth opportunities coupled with increasing revenue pressure. Hear how your peers are tapping into new revenue streams and enjoying successful revenue growth with repeatable strategies.

GOOGLE ANALYTICS AND DATA STUDIO.

We are all sitting on a mountain of commerce and website data, but are we using it to take action and drive revenue? Join us as we explore the power of Google Analytics including actionable opportunities that you can deploy at your venue to increase conversions and drive revenue.

12:30 - 2:00

CLOSING KEYNOTE - CHRIS NORTON

2:00 - 2:30

Break

2:30 - 4:00

PAC MAIL POWERED BY CHEETAH DIGITAL. Bring your laptops for a hands-on training session navigating the Cheetah Digital email marketing platform. You will learn what data is transferred from Paciolan, how to use that data to filter various audiences, how to update your mobile responsive design templates to create effective message campaigns, and the reports available to determine campaign success. Additional topics will include manually uploading contacts from a file, various personalization options, and using dynamic content to ensure patrons receive information most relevant to them.

(Attend at NO additional cost!)



TECHNOLOGY & ANALYTICS

PAC "HOW-TO"

FUNDRAISING

WHERE DOES ACTIONABLE DATA COME FROM AND HOW CAN YOU USE IT IMMEDIATELY?

Learn where and how to access valuable information and how you can quickly turn that data into action with campaigns, programs and strategies to engage fans and drive sales.

RISK MANAGEMENT SOLUTIONS.

Hear how to take advantage of a point to point encryption solution to provide data security for your transactions. We'll also hear from thought-leading clients who are effectively managing fraud at their organizations and taking effective measures to prevent fraud.

FUNDRAISING STRATEGIES TO INCREASE ANNUAL GIFTS AND FUNDRAISING REVENUE.

Join your peers who created innovative and successful approaches to driving fundraising revenue through annual giving and other programs. You will hear from peer institutions with programs and ideas that you can take back and implement at your organization.

UNLOCK PACIOLAN'S PARTNER ECOSYSTEM THROUGH APIS.

Understand how Paciolan is integrating with value added partners to provide extended options for fans, patrons and your venue to elevate the customer experience and maximize revenue opportunities.

ASK AN EOS. During this interactive session we will host an open, collaborative discussion and share ideas and best practices for your e-commerce platform.

BEST PRACTICES ON THE NEW PAC FUND FUNDRAISING.

Join us for a deeper dive into the new Pac Fund platform and hear from peers who are leveraging the system to realize success.

GOOGLE ANALYTICS AND DATA STUDIO. We are all sitting on a mountain of commerce and website data, but are we using it to take action and drive revenue? Join us as we explore the power of Google Analytics including actionable opportunities that you can deploy at your venue to increase conversions and drive revenue.

FUNDRAISING-SPECIFIC DIGITAL MARKETING CAMPAIGNS FOR DONOR ACQUISITION AND GROWTH.

Digital marketing is a proven method to drive ticket sales and commerce. These same principles can easily be used to acquire new donors and drive fundraising revenue. Join us for an interactive discussion to change the game in fundraising through digital marketing programs.

FANONE MARKETING AUTOMATION POWERED BY ADOBE CAMPAIGN. Bring your laptops for a hands-on training session navigating the Adobe Campaign email marketing platform. You will learn how data is populated from Paciolan and other sources, how to filter and segment data in order to develop target audiences, and how to effectively utilize the email campaign builder. Additional topics will include manually uploading contact lists, incorporating variable content for personalized messaging, and various best practices tips & tricks.

(Attend at NO additional cost!)

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