

# THE VENUE TECHNOLOGY GROUP\*

**\*The Venue Technology Group is an IT conference held concurrently with the ALSD Conference and Tradeshow, June 30 – July 3, 2012 in Minneapolis.**

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**YOUR OWN PROGRAM  
YOUR OWN TOPICS  
YOUR OWN COMMUNITY**

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**But you also interact with your colleagues in premium seats, in food and beverage, and in ticketing.**

**THE BEST OF BOTH WORLDS**

As we have done with all the major and minor leagues, the Venue Technology Group has its own division within the ALSD and its own community. We encourage and invite all our team and venue members to bring along your IT Departments, because you will work with them; you will collaborate with them. In fact, you probably already do.

Sales and sponsorship teams collaborate with the IT Department on CRM programs and on lead scoring and database analysis. Food and Beverage concessionaires and caterers work with the IT Department on F&B orders from the stands or from touchscreens in the suites or with digital signage at the point of sale outlets. Premium seat departments use IT to deliver video to suites either on flat screens or on mobile devices. Broadband and bandwidth have become incredibly important to entertain fans with statistics and interaction.

This year's Venue Technology Group program reflects the ALSD's decision to train all the areas of the premium markets and even the general facility markets to better understand technology and to collaborate with IT Departments. Bring your IT Department to our show and get the stereotypic behind-the-scenes IT professional out of his or her cubicle and into the spotlight because that is where IT will be in the next generation – the Spotlight.

# 2012 Venue Technology Group Schedule of Events

The VTG schedule of events is a living, breathing document, so please be aware that changes and updates are continual, and this outline is not final. Panelists and presenters will be announced, and sessions will be added and tweaked in the coming months in print, online, and email pieces. Stay tuned!

## SATURDAY, JUNE 30

4:00 p.m. – 7:00 p.m.

### Exhibit Hall Open

7:00 p.m.

*Buses Depart for Venue Tour:*

### Xcel Energy Center Home of the Minnesota Wild

Tour, Reception, Networking

Buses will shuttle back from the venue at intervals beginning at 8:30 p.m. until 10:00 p.m.

### Tentative Backroom IT Tour

*Sponsored and Presentation by AT&T Solutions*

Presented by Jim Ibister, VP, Facility Administration, Minnesota Wild

## SUNDAY, JULY 1

8:00 a.m. – 3:45 p.m.

### Venue Technology Group Stand-Alone Day

Opening Remarks:  
Bill Dorsey, Chairman, ALSD

**Morning Venue Technology Group Moderator:**  
Mark DiMaurizio, Vice President, Technology Solutions, Comcast-Spectacor

8:00 a.m. – 9:00 a.m.

### Infrastructure: The Big Solution Providers

It starts with a Big Decision. What technology infrastructure should you choose? What is it about your building that is unique? What are the cost issues? What are your budget issues? This kickoff seminar will take a look at different case histories of major buildings from different solutions providers.

Case Histories Provided:

- Amway Center: Harris
- Marlins Park: Daktronics

Panelist: Jason Coleman, Vice President of Information Technology, Orlando Magic

Panelist: Mark Steinkamp, Marketing Director, Daktronics

9:00 a.m. – 10:00 a.m.

### IT Strategy and Analytics

Ultimately, IT strategy and analytics drive ROI. They also drive nearly every other decision a team/venue will make about nearly every other facet of its IT business philosophy.

Moderator/Panelist: Mark DiMaurizio, Vice President, Technology Solutions, Comcast-Spectacor

Panelist: Scott Jablonski, Director, Club Analytics & Reporting, National Hockey League

10:00 a.m. – 11:00 a.m.

### Content Delivery Over IP

Whether it's Wi-Fi, bandwidth, or voice over IP, communications protocol is a hot topic in the venue marketplace.

Protocols Include:

- Bandwidth Case Study: Xcel Energy Center, AT&T Solutions
- Wi-Fi Case Study: Sporting Kansas City
- Wi-Fi Case Study: New England Patriots, Xirrus
- Voice Over IP Case Study

Panelist: Matt Lukens, Vice President, Business Development, Zixi

Panelist: Diane Waddell, Senior Marketing Manager – National Events & Sponsorships, AT&T Solutions

Panelist: Jim Ibister, Vice President, Facility Administration, Minnesota Wild

Panelist: Steven Wastie, Chief Marketing Officer, Xirrus

11:30 a.m. – 1:00 p.m.

### All-League Lunch

Location: Target Center Basketball Floor

### Keynote Speaker:

Chris Wright  
President  
Minnesota Timberwolves

### ALSD Visionary Award Presented:

Rich Krezwick  
President  
Devils Arena Entertainment, New Jersey Devils



**Afternoon Venue Technology Group Moderator:**  
**Matt Lukens, Vice President, Business Development, Zixi**

1:00 p.m. – 1:45 p.m.

### **Cloud Sports Marketing Computing and Virtualization**

The future is clearly the cloud. This seminar is intended to demonstrate the applications relative to the sports marketplace that are available.

Considered in this seminar:

- Multi-Media Video/TC Over the Web to Fans
- Cloud-Based Content Distribution Networks
- Web as a Source of Team Content and as Marketing Contact for Point for Fans
- Virtual Hardware Platforms, Operating Systems, Storage Devices, and Network Resources

1:45 p.m. – 2:45 p.m.

### **Multi-Media for Video on All Levels**

- Scoreboards and Ribbon Boards
- IPTV/Cable in Suites

Panelist: Erik Watts, Senior Director, Technology, Pittsburgh Penguins

Panelist: Jason Coleman, Vice President of Information Technology, Orlando Magic

Panelist: Texas Rangers

2:45 p.m. – 4:00 p.m.

### **Solution Providers: New Product Demos**

Solution providers will showcase their products and services.

Learn about:

- Phone Apps and Other Mobile Capabilities
- Creating a Virtual Marketplace
- In-Suite and Premium Systems Only
- Technology as a Marketing Tool
- Seat Upgrade Systems
- Tablet Technologies
- Website Chat Functions

Panelist: Steve Nutt, CEO, Mobile Ticket App

Panelist: Evan Karasick, President, Channel 1 Media Solutions Inc.

Panelist: Bryan Apgar, Director of Sales and Chat Innovation, WebsiteAlive

Panelist: Adam Stass, CEO, WebsiteAlive

Panelist: Nick Young, Founder, Second Seats

Panelist: Steve Stonehouse, Senior Vice President of Sales, Ballena Technologies Inc.

4:00 p.m.– 7:00 p.m.

### **Exhibit Hall Open**

**ALSD Appreciation Days:** This year, exhibitors will bring prizes to give away to attendees! Throughout exhibit hours, attendees are encouraged to meet and network with exhibitors. Attendees are welcome to drop business cards in the fishbowls of vendors they meet with. Business cards are pulled on Appreciation Days – Sunday, July 1 and Monday, July 2 during exhibit hours. Winners must be present to win!

7:00 p.m.

*Buses Depart for Venue Tour*

### **TCF Bank Stadium Home of the University of Minnesota**

Tour, Reception, Networking

Buses will shuttle back from the venue at intervals beginning at 8:30 p.m. until 10:00 p.m.

### **IT Tour**

Presented by Michael McMillan, Director, Information Technology, University of Minnesota – Athletics

Presented by Tadd Wilson, Event Producer, Daktronics

## **MONDAY, JULY 2**

8:30 a.m. – 9:45 a.m.

*Venue Technology Group Attendees Only*

### **CRM: A Technical Topic**

CRM is both a sales tool and an IT tool. This session will focus on developing the IT-side of CRM.

Moderator: Bobby Whitson, CEO, Whitson Sports

Panelist: John Kolakowski, Marketing Director, Green Beacon Solutions

10:00 a.m. – 11:00 a.m.

*Sales, Operations, and IT*

### **Ticketing and Technology**

Cut through the clutter. Team case studies will outline ticketing system options and objectives. Additionally, dynamic pricing options will be discussed. Leave understanding your best options and what you need from a ticketing system.

Moderator: Jane Kleinberger, Founder, Paciolan

Panelist: Jim Willits, Vice President of Sales, Philadelphia Flyers

11:00 a.m. – 2:00 p.m.

### Exhibit Hall Open

ALSD Appreciation Days: This year, exhibitors will bring prizes to give away to attendees! Throughout exhibit hours, attendees are encouraged to meet and network with exhibitors. Attendees are welcome to drop business cards in the fishbowls of vendors they meet with. Business cards are pulled on Appreciation Days – Sunday, July 1 and Monday, July 2 during exhibit hours. Winners must be present to win!

1:00 p.m. – 2:30 p.m.

### Case Studies, Brought to You By...

Teams and venues have utilized products and services from ALSD vendors that have “changed the game.” See case studies from teams and venues on how a product or service has solved a challenge or enhanced the game-day experience. Each session is sponsored by an ALSD vendor and is an extension of the exhibit hall and educational sessions.

2:30 p.m. – 3:30 p.m.

*IT and Food and Beverage*

### Digital Food and Beverage Developments

When you talk about F&B and digital developments, you talk about ROI. Does the increased cost of digitalized video boards drive revenue? Is there a need for flexibility created by digital boards? Who are the leaders in the space? What is the future of the business? This seminar will look closely at solutions.

- Points of Sale Systems
- Menu Boards
- Digital Food Selection Options: Phone, Tablets and Hand-helds, Touch Screen Television

Panelist: Wayne Wichlacz, Director of Information Technology, Green Bay Packers

Panelist: Charlie Freeman, Senior Vice President, Business Development, Orlando Magic

3:45 p.m. – 4:45 p.m.

*Sales, Customer Service, Food and Beverage, Venue Development, and IT*

### Premium Level Technology Improvements

The most innovative technology usually begins on the premium levels; learn why premium often leads the way in the world of IT. In this seminar, you will get a rundown on:

- Bandwidth: A Premium Issue
- Phone Systems and Usages
- Multiple Channel and Camera Angle Televisions on the Premium Levels
- Equipped Suites: Wired Suites, Computer Hook-ups, the Venue Leading the Way
- Fan Experience Leading to Added Revenues
- Online Ticketing Solutions, Mobile Apps, Bar Codes, and Paperless Ticketing
- Marketing Automation

Panelist: Jen Zick, Senior Director of Strategy & Business Development, FanOne Marketing

Panelist: Nic Barlage, Sr. Director, Suites, Premium Sales, Service, Business Development, Cleveland Cavaliers

Panelist: Steven Wastie, Chief Marketing Officer, Xirrus

5:00 p.m. – 5:45 p.m.

*General Session: All Attendees Invited*

### Power Entertaining with Food and Wine

Are you still looking for one of the most important pieces of the business puzzle? Business entertaining is usually overlooked in executive and management training, and Eddie is the acknowledged expert on this subject. It's more important than ever in this economy, when every meeting and entertainment dollar has to be carefully spent to obtain the highest result. Eddie will show you ways to stand apart from the competition while growing your business and building relationships through intelligent entertaining. Subjects include taking a client to lunch, tasting wine like a Master Sommelier, and the proper pairing of food with wine for powerful impact. Additionally, listen as Eddie details the menu and entertaining tips for the reception at Target Field following his presentation. Take note about how you can best utilize the reception as a training template.

Presenter: Eddie Osterland, America's First Master Sommelier

6:00 p.m.

*Buses Depart for Venue Tour*

### Target Field

### Home of the Minnesota Twins

Tour, Reception, Networking

Buses will shuttle back from the venue at intervals beginning at 7:00 p.m. until 9:30 p.m.

### IT Tour

Presented by John Avenson, Vice President of Technology, Minnesota Twins

## TUESDAY, JULY 3

8:30 a.m.

### Keynote Speaker

9:00 a.m. – 10:00 a.m.

*Sales, Customer Service, and IT*

### CRM

Bridge the gap between the database manager, the sales staff, and the senior executives. Get educated on CRM systems and how they can assist your department.

Panelist: Jason Koettel, Vice President – Information Technology Systems, Legends Hospitality Management

Panelist: Russell Scibetti, Director, Relationship & Database Marketing, New York Jets

Panelist: Bobby Whitson, CEO, Whitson Sports

Panelist: John Kolakowski, Marketing Director, Green Beacon Solutions

10:15 a.m. – 11:30 a.m.

*Customer Service, Sales, Food and Beverage, and IT*

### **The Future of Mobile Devices**

Tablets and mobile devices are the wave of the future. There are uses on the premium level and beyond, so you need to explore the technological issues as well as the options on what innovations offer you the best value and opportunity. In this session, learn tablet capabilities and uses such as:

- Mobile Capabilities: Voice, Touch, Gesture Recognition/Response
- Data and Analytics on Mobile Devices
- Optimization, Simulation, and Storage of Data
- Tablet and Handheld Ordering
- Tablet Marketing: Presentations, Marketing, and Sales

Moderator: Jared Frank, Editor, *SEAT* Magazine, ALSD

Panelist: Evan Karasick, President, Channel 1 Media Solutions Inc.

Panelist: Nick Young, Founder, Second Seats

Panelist: Steve Nutt, CEO, Mobile Ticket App

Panelist: ARAMARK

11:30 a.m. – 12:30 p.m.

*Lunch on your own*

1:00 p.m. – 2:15 p.m.

*Customer Service, Sales, and IT*

### **Customer Engagement: Staying Connected Between Visits Through Social Media**

Teams need to foster connections between customer visits through social media. Learn more about your customer and vice versa through social media engagement and tailor experiences to their needs. Learn how your social media staffers can be more than just the voice of the organization but a sales and customer service arm as well.

Moderator: Russell Scibetti, Director, Relationship & Database Marketing, New York Jets

Panelist: Angelina Lawton, Founder and President, Sportsdigita

*Sales, Marketing, and IT*

### **Data-Driven Analysis: What It All Means**

Finding new customers used to be an art, now it's a science. Learn how to work smarter, not harder. Learn how the effectiveness of data-driven analysis will lead to more proactive sales calls. Marketing and sales can work cohesively, especially on the premium levels, using technological tools such as marketing automation, interactive marketing, and profile analysis once the leads are targeted for acquisition and upsell purposes.

Moderator/Panelist: Mark DiMaurizio, Vice President, Technology Solutions, Comcast-Spectacor

Panelist: Scott Jablonski, Director Club Analytics & Reporting, National Hockey League

Panelist: Ron Contorno, President, Full House Entertainment Database Marketing



## **VTG Steering and Conference Committee**



**Rick Temple**  
Consultant  
RKT Consulting  
Services, Inc.



**Jim Ibister**  
Vice President,  
Facility  
Administration  
Minnesota Wild



**Matt Lukens**  
Vice President,  
Business  
Development  
ZiXi



**John Tymoski**  
Director of  
Interactive Media  
ALSD



**Scott Jablonski**  
Director, Club  
Analytics and  
Reporting  
National Hockey  
League



**Bobby Whitson**  
CEO  
Whitson Sports



**Mark DiMaurizio**  
Vice President,  
Technology  
Solutions  
Comcast-  
Spectacor



**John Avenson**  
Vice President of  
Technology  
Minnesota Twins



**Ron Contorno**  
President  
Full House  
Entertainment  
Database  
Marketing



**Russell Scibetti**  
Director,  
Relationship  
& Database  
Marketing  
New York Jets



**Jason Koettel**  
Vice President  
- Information  
Technology  
Systems  
Legends  
Hospitality  
Management



**Mark Feller**  
Vice President,  
Technology  
Arizona Cardinals  
Football Club



**Jason Coleman**  
Vice President  
of Information  
Technology  
Orlando Magic

# THE VENUE TECHNOLOGY GROUP\*

## ALSD Conference & Tradeshow

June 30 – July 3, 2012 Minneapolis Hilton Minneapolis, MN

# REGISTRATION FORM

\*The Venue Technology Group is an IT conference held concurrently with the ALSD Conference and Tradeshow.

Registration fees include all seminars, course materials, venue tours, and hospitality receptions.

### ATTENDEE SIGN-UP

Please complete a registration form for each attendee. Payment information only needed once if paying for all attendees from a team/company.

### CANCELLATION

Thirty (30) or more days before show: 75% refund. Less than thirty (30) days before show: Credit for following year's show; no monetary refund.

Organization \_\_\_\_\_

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_

Cell Phone \_\_\_\_\_

Yes, I would like text messages during the ALSD Conference  
\*ALSD will have an opt-in Text Program. Texted updates/information sent to your cell phone (Ex. "ALSD buses depart 5:00 p.m for Venue Tour" or "2:30 Sales Session moved to Conference Room #2")

- |                                 |                                       |
|---------------------------------|---------------------------------------|
| <input type="checkbox"/> League | <input type="checkbox"/> College      |
| <input type="checkbox"/> NFL    | <input type="checkbox"/> Minor League |
| <input type="checkbox"/> NBA    | <input type="checkbox"/> Racing       |
| <input type="checkbox"/> NHL    | <input type="checkbox"/> F&B          |
| <input type="checkbox"/> MLB    | <input type="checkbox"/> IT           |
| <input type="checkbox"/> Soccer | <input type="checkbox"/> Other: _____ |

E-mail \_\_\_\_\_

Member:  Yes  No  
 I would like to sign up for membership; send materials

### PRICING:

#### January 1, 2012 – March 16, 2012

		No. of Attendees
First ALSD Member	\$750	_____
Add'l ALSD Member	\$700	_____
Non-ALSD Member	\$850	_____

#### March 16, 2012 – ALSD Conference

First ALSD Member	\$800	_____
Add'l ALSD Member	\$750	_____
Non-ALSD Member	\$900	_____

**Group Discount**  
**Sign up 3 Attendees at Regular Price**  
**Get the 4<sup>th</sup> for ½ Price and the 5<sup>th</sup> for FREE**

**ALSD Guest/Spouse Program:** Extra credentials are \$200 each and will grant guest(s) access to all tours and receptions. Kids under the age of 14 are free.

Guest/Spouse \$200 \_\_\_\_\_

Guest Name: \_\_\_\_\_

Total: \$ \_\_\_\_\_

### PAYMENT

Payment Information:

American Express  Discover  Mastercard  Visa

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Check made payable to: ALSD or Association of Luxury Suite Directors

#### Host Hotel Information:

Hilton Minneapolis  
1001 Marquette Avenue  
Minneapolis, MN 55403  
1-888-933-5363

#### Reservations:

Group Name: ALSD or Association of Luxury Suite Directors Annual Meeting  
Group Rate: \$155/night

#### Fax, E-mail or Mail form to:

Amanda Verhoff  
ALSD  
10017 McKelvey Road, Cincinnati, OH 45231  
E: Amanda@alsd.com  
P: 513-674-0555 x104 F: 513-674-0577

