

SCHEDULE OF EVENTS

Overview Schedule and Program for:
ALSD Conference and Tradeshow (ALSD)
Sports Venue Design & Build Forum (DBF)
Technology Symposium (TS)
Innovation Institute for Fan Experience (IIFX)
 Indianapolis JW Marriott, July 9-11, 2023

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

Saturday, July 8

Time	Activity / Session	Speakers / Notes	Location	Who Attends
7:00 p.m.	Board Advisors & Distinguished Fellows Reception: Game Night: Indianapolis Indians	By Invitation	Victory Field Elements Financial Club Across from JW Marriott	ALSD, DBF, TS, IIFX

Sunday, July 9

Time	Activity / Session	Speakers / Notes	Location	Who Attends
8:00 a.m.	Registration Open All Day		Floor 3	ALSD, DBF, TS, IIFX
8:00 a.m. - 3:00 p.m.	Exhibitor Set Up		JW Grand Ballroom, Floor 3	ALSD, DBF, TS, IIFX
2:00 p.m.	New Attendee Meeting: Winning High Consequence Conversations	New attendees and vendors welcome; Lisa Mitchell	White River, Salon C-D, Floor 1	ALSD, DBF, TS, IIFX
3:00 p.m.	Opening Keynote & Welcome	Keynote Interview: Tamika Catchings MC: Bill Guertin	JW Grand Ballroom, Salon 4, Floor 3	ALSD, DBF, TS, IIFX
3:30 p.m.	Placemaking Super Panel: The Indy Narrative	Patrick Talty, Jimmie McMillian, Allison Melangton, Mel Raines, Yogi Stephens, Rob Hunden	JW Grand Ballroom, Salon 4, Floor 3	ALSD, DBF, TS, IIFX
4:00 p.m. - 7:00 p.m.	All-Attendee Opening Tradeshow Reception	Cocktail Reception, Hors D'oeuvres	JW Grand Ballroom, Floor 3	ALSD, DBF, TS, IIFX
7:00 p.m.	Buses Depart for Lucas Oil Stadium	Buses shuttle guests to and from; Guests may walk back	Floor 1, Back Transit Lobby	ALSD, DBF, TS, IIFX
7:00 p.m.	Tour & Reception: Lucas Oil Stadium	Home of the Indianapolis Colts	Lucas Oil Stadium	ALSD, DBF, TS, IIFX

Monday, July 10

Please Note: All ALS D, DBF, TS, IIFX Attendees/Exhibitors/Sponsors are invited to all Monday DBF, TS, IIFX 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		Floor 3	ALSD, DBF, TS, IIFX
8:00 a.m. - 9:00 a.m.	All Attendee Tradeshow Breakfast	All Attendees, Exhibitors, Sponsors Welcome	JW Grand Ballroom, Floor 3	ALSD, DBF, TS, IIFX
	Bullseye One-to-One Meetings	 ALS D BULLSEYE One-to-One Meeting Program	Rooms 313, 314, Floor 3	ALSD, DBF, TS, IIFX

SCHEDULE OF EVENTS

Monday, July 10 (Continued)

Time	Activity / Session	Speakers / Notes	Location	Who Attends
9:00 a.m. - 10:15 a.m.	All Attendee General Program Conference Welcome	Master of Ceremonies: Bill Guertin	JW Grand Ballroom, Salon 4, Floor 3	ALSD, DBF, TS, IIFX
	State of the Industry	Rob Hunden	JW Grand Ballroom, Salon 4, Floor 3	ALSD, DBF, TS, IIFX
	Visionary Award Presentation	Mel Raines	JW Grand Ballroom, Salon 4, Floor 3	ALSD, DBF, TS, IIFX
	Super Panel: Fieldhouse of the Future	Mel Raines, Todd Taylor, Barry Gibson, Adam Stover	JW Grand Ballroom, Salon 4, Floor 3	ALSD, DBF, TS, IIFX
10:30 a.m. - 4:45 p.m. CONCURRENT LEAGUE MEETINGS	National Basketball Association	Michael Sarage, Tumua Tavana, Matt Salata, Kalyn Hutchinson, Amelia Girgenti, Nicole Freeman	White River, Salon A-B, Floor 1	ALSD, Teams/Venues Only
	National Hockey League	Jonathan White, Chelsea Drobnick, Neil Hofman, Alex Townsend-Mitchell, Rob Mulhall	Salon 101-102 Floor 1	ALSD, Teams/Venues Only
	National Football League	Justin Gentile, Jesica McCullough, Scott LaBounty	White River, Salon C-D, Floor 1	ALSD, Teams/Venues Only
	Major League Baseball	Todd Krulewich, Kayla Shivley, Alex Marsh	Salon 103-104, Floor 1	ALSD, Teams/Venues Only
	Major League Soccer, Int'l Soccer	Adam Green, Jeff Smith	White River, Salon H, Floor 1	ALSD, Teams/Venues Only
	College & University	Bobbi Busboom, Justin Doyle, Robbie Valentine, Michael Meitin plus guest presenters	White River, Salon I, Floor 1	ALSD, Teams/Venues Only
	Events, Entertainment, Tennis, PAC, Racing, Minor League	Brian Bucciarelli, plus guest presenters	White River, Salon J, Floor 1	ALSD, Teams/Venues Only
11:45 a.m. - 1:00 p.m.	League Day: The Mega Brainstorm	Premium teams and leagues only	JW Grand Ballroom, Salon 4, Floor 3	ALSD, Teams/Venues Only
10:30 a.m. - 11:10 a.m. CONCURRENT DBF, TS, IIFX BREAKOUTS Conference attendees may attend any ALSD, DBF, TS, and IIFX breakout session, unless otherwise noted.	Leadership in Technology: Building a Culture of Innovation	Jessica Gaffney, Matt Gardner, Christian Lau	White River, Salon E, Floor 1	ALSD, DBF, TS, IIFX
	Premium and Practicality: A Design Dream	Cherylee Cruz, Wesley Crosby, Russ Simons	White River, Salon G, Floor 1	ALSD, DBF, TS, IIFX
	FANDOM in Focus	Bret McCormick	White River, Salon F, Floor 1	ALSD, DBF, TS, IIFX

SCHEDULE OF EVENTS

Monday, July 10 (Continued)

Time	Activity / Session	Speakers / Notes	Location	Who Attends
11:25 a.m. - 12:05 p.m. CONCURRENT DBF, TS, IIFX BREAKOUTS	Data-Driven: How Analytics is Revolutionizing Fan Engagement	Alex Townsend-Mitchell, Charlie Shin, Kenny Farrell, John Baier, Scott McDade	White River, Salon E, Floor 1	ALSD, DBF, TS, IIFX
	Location-Driven Design	Steve Swift, Bill Hawker, Craig J. Schmitt	White River, Salon G, Floor 1	ALSD, DBF, TS, IIFX
	Raising the Bar: Women in Sports & Entertainment	Patty Keller, Kasia Hanson, Katheen Griggs, Gayle Keller, Katie Keenen	White River, Salon F, Floor 1	ALSD, DBF, TS, IIFX
12:20 p.m. - 1:00 p.m. CONCURRENT DBF, TS, IIFX BREAKOUTS	Fan Loyalty and Retention: CRM & Personalization Strategies	Jessica Gaffney, Bree Oslin, Tore Sagstuen	White River, Salon E, Floor 1	ALSD, DBF, TS, IIFX
	Venues as Catalysts for Economic Growth	Charlie Millerwise, Jessica Fickenscher, Jim Renne, Lee Zeidman	White River, Salon G, Floor 1	ALSD, DBF, TS, IIFX
	The Rise of Cyberthreats in Sports and Entertainment	Dan Donovan, Brian Finch, Mark Marik, Kasia Hanson, Jim Mercurio, Michael "Mick" O'Connell	White River, Salon F, Floor 1	ALSD, DBF, TS, IIFX
1:00 p.m. - 2:00 p.m.	All Attendee Tradeshow Lunch	All Attendees, Exhibitors, Sponsors Welcome	JW Grand Ballroom, Floor 3	ALSD, DBF, TS, IIFX
	Bullseye One-to-One Meetings	 ALLSD BULLSEYE One-to-One Meeting Program	Rooms 313, 314, Floor 3	ALSD, DBF, TS, IIFX
2:00 p.m. - 2:55 p.m. CONCURRENT DBF, TS, IIFX BREAKOUTS	The Sports Technology Boom	Jeffrey Hintz, Neil Bora, Jeff Boehm, Kurtis Arbuckle, Shawn Sullivan	White River, Salon E, Floor 1	ALSD, DBF, TS, IIFX
	The Need To Be Clean	Russell Hay, Mamo Midegdu, Mike Casey, Steve Swift	White River, Salon G, Floor 1	ALSD, DBF, TS, IIFX
	Tabletop Exercise - When Things Go wWong	Joe Coomer, Dan Donovan, Jim Mercurio, Joe Cicini	White River, Salon F, Floor 1	ALSD, DBF, TS, IIFX
3:00 p.m. - 3:45 p.m. CONCURRENT DBF, TS, IIFX BREAKOUTS	Unleashing the Power of Digital Identity: Exploring the State and Future of Ticketing Technology	Morgan Katz, Tod Cafilisch, Dayna Pawelak, Conor Kenney	White River, Salon E, Floor 1	ALSD, DBF, TS, IIFX
	Innovative Fan Experience: AR, VR, and Interactive Content	Justin Wood, Ryan Slack, Courtney Jefferies	White River, Salon G, Floor 1	ALSD, DBF, TS, IIFX
	Integrating Security & Safety into Design: Efficient Fan Journey	Russ Simons, Lee Zeidman, Rick Fenton, Brian Herbert, John Ball	White River, Salon F, Floor 1	ALSD, DBF, TS, IIFX
4:00 p.m. - 4:45 p.m. CONCURRENT DBF, TS BREAKOUTS	Capturing Return on Capital Investments	Matt Rossetti	White River, Salon G, Floor 1	ALSD, DBF, TS, IIFX
	The Next G and Demystifying Private Wireless	Todd Landry	White River, Salon F, Floor 1	ALSD, DBF, TS, IIFX

SCHEDULE OF EVENTS

Monday, July 10 (Continued)

Time	Activity / Session	Speakers / Notes	Location	Who Attends
4:30 p.m.	IIFX Attendees Depart for NCAA Headquarters	By Invitation	Meet to Depart on Foot: Floor 1, Back Transit Lobby	IIFX
5:00 p.m. - 6:00 p.m.	IIFX Reception and Hall of Fame Induction	Lisa Furfine, Joe Lewis	NCAA Headquarters - Hall of Champions	IIFX
5:00 p.m. - 6:30 p.m.	All Attendee Happy Hour in the Tradeshow	All Attendees, Exhibitors, Sponsors Welcome	JW Grand Ballroom, Floor 3	ALSD, DBF, TS, IIFX
	Bullseye One-to-One Meetings	 BULLSEYE One-to-One Meeting Program	Rooms 313, 314, Floor 3	ALSD, DBF, TS, IIFX
6:30 p.m.	Buses Depart for Gainbridge Fieldhouse	Buses shuttle guests to and from; Guests may walk back	Floor 1, Back Transit Lobby	ALSD, DBF, TS, IIFX
	Tour & Reception: Gainbridge Fieldhouse	Home of the Indiana Pacers and Indiana Fever	Gainbridge Fieldhouse	ALSD, DBF, TS, IIFX

Tuesday, July 11

Please Note: All ALSD, DBF, TS, IIFX Attendees/Exhibitors/Sponsors are invited to all Tuesday Sessions, Solutions Sessions, Breakouts, and Events

Time	Activity / Session	Speakers / Notes	Location	Who Attends
7:00 a.m.	Registration Open All Day		Floor 3	ALSD, DBF, TS, IIFX
7:30 a.m.	Females in Facilities Coffee	By Invitation	JW Grand Ballroom, Salon 4, Floor 3	ALSD, DBF, TS, IIFX
8:30 a.m.	Spotlight: A Celebration of Venue & Industry Achievements	ALSD & IIFX Winners Announced	JW Grand Ballroom, Salon 4, Floor 3	ALSD, DBF, TS, IIFX
9:00 a.m.	The Mega Trends Shaping Premium Seating	Scott Spencer	JW Grand Ballroom, Salon 4, Floor 3	ALSD, DBF, TS, IIFX
9:30 a.m.	Rooted in the Real World	Roy Westwood, Arich Berghammer, James Taylor, Chris Bray	JW Grand Ballroom, Salon 4, Floor 3	ALSD, DBF, TS, IIFX
10:00 a.m.	Beyond the Pitch: Soccer's New Downtown District – "Eleven Park"	Ersal Ozdemir Interview by: Jim Renne	JW Grand Ballroom, Salon 4, Floor 3	ALSD, DBF, TS, IIFX
10:40 a.m.-11:15 a.m. CONCURRENT ALSD, DBF, TS, IIFX SESSIONS	Innovation in Action: Unlocking the Power of Mobile in TD Garden's Digital Strategy	Angie McNew, Ali Quinn	White River, Salon E, Floor 1	ALSD, DBF, TS, IIFX
	Adapting to New Buyers and Buying Patterns	Matthew King, Dan Rosenthal, Phillip Blackmon, Andrew Sidney	Salon 103-104, Floor 1	ALSD, DBF, TS, IIFX
	The Evolution and Education of New Premium Seating Spaces	Eboni Wilson, Tumua Taviana, Jordan Kelsey, Sarah Contardo, Mason Paoli	White River, Salon C-D, Floor 1	ALSD, DBF, TS, IIFX
	Passion, Purpose & Profits	Harry Hynekamp	White River, Salon F, Floor 1	ALSD, DBF, TS, IIFX

SCHEDULE OF EVENTS

Tuesday, July 11 (Continued)

Time	Activity / Session	Speakers / Notes	Location	Who Attends
11:20 a.m.-12:00 p.m. CONCURRENT ALSD, DBF, TS, IIFX SESSIONS	How HPE Aruba Networking is Creating Intelligent Venues	Bill Gustafson, Chris Moffett, Howard Lock	White River, Salon E, Floor 1	ALSD, DBF, TS, IIFX
	One-on-One: The \$1 Billion Questions for Indy Eleven	Greg StremLaw Interview by: Jim Renne	Salon 103-104, Floor 1	ALSD, DBF, TS, IIFX
	Product-Market Fit: How To Win With The Next Generation of Fans	Aaron Holland, Kenny Farrell, Allison Chandler, Michelle Stenger	White River, Salon C-D, Floor 1	ALSD, DBF, TS, IIFX
	Culture Matters - Enhancing the Guest Experience by Focusing on the Staff Experience	Kimberly Mahoney, Richard Andersen	Salon 101-102, Floor 1	ALSD, DBF, TS, IIFX
	Speedway to the Future – Indianapolis Motor Speedway, NTT, and the Immersive Fan Experience	Nathan Pickard, Rebecca Ruselink, Allison Melangton	White River, Salon F, Floor 1	ALSD, DBF, TS, IIFX
12:00 p.m. - 1:30 p.m.	All Attendees Tradeshow Lunch	All Attendees, Exhibitors, Sponsors Welcome	JW Grand Ballroom, Floor 3	ALSD, DBF, TS, IIFX
	Bullseye One-to-One Meetings	 Bullseye One-to-One Meeting Program	Rooms 313, 314, Floor 3	ALSD, DBF, TS, IIFX
12:30 p.m. - 12:55 p.m. CONCURRENT SOLUTIONS SESSIONS	Redefining the Connected 5G Fan Experience at Las Vegas T-Mobile Arena	Crystal Poncsak, Jammie Witherspoon	White River, Salon E, Floor 1	
	How Just Walk Out Technology by Amazon is Evolving the Fan Experience	Amazon, Amazon One	White River, Salon C-D, Floor 1	ALSD, DBF, TS, IIFX
	Uncovering the Ultra Wealthy: Understand, Engage and Maximize VIP Fans	Matthew King	Salon 103-104, Floor 1	ALSD, DBF, TS, IIFX
	Solving Crowded Radio Frequency Environments using Private Cellular and IoT Specific Spectrums	Chip Swisher	White River, Salon A-B, Floor 1	ALSD, DBF, TS, IIFX
	Simulation Software Creating Digital Twins for Critical Infrastructure	Louis Schijve, Gary Gardner, Romy Schijve	White River, Salon F, Floor 1	ALSD, DBF, TS, IIFX
	Beyond the Platform: An Outcome-driven Computer Vision Strategy	Randy Lack	White River, Salon G-H, Floor 1	ALSD, DBF, TS, IIFX
1:00 p.m. - 1:25 p.m. CONCURRENT ALSD, DBF, TS, IIFX SOLUTIONS SESSIONS	Maximizing Connectivity: The Synergy between wireless technologies in Sports Venues	Jeffrey Weaver, Christopher Moffett, Kevan Akers	White River, Salon E, Floor 1	ALSD, DBF, TS, IIFX
	Elevating the Game: The Future of Premium and Suite Sales in the Online Era	Mallory Eichhorn	Salon 103-104, Floor 1	ALSD, DBF, TS, IIFX
	RENOVATION - INNOVATION - IMAGINATION	Eric Curry	White River, Salon A-B, Floor 1	ALSD, DBF, TS, IIFX
	How Mercedes Benz Maximizes Fan Experience with AiFi	Justin Antonacci, Richard Wallace	White River, Salon F, Floor 1	ALSD, DBF, TS, IIFX
	Gunshot Detection: Addressing Risks and Taking Action in Venue Safety	Kathleen Griggs	White River, Salon G-H, Floor 1	ALSD, DBF, TS, IIFX
	Monetizing the Premium Fan: From Stadium Construction & Renovation to When Teams Take the Field	Scott Hahn, Evan Gitomer	Salon 101-102, Floor 1	ALSD, DBF, TS, IIFX

SCHEDULE OF EVENTS

Tuesday, July 11 (Continued)

Time	Activity / Session	Speakers / Notes	Location	Who Attends
1:30 p.m. - 2:15 p.m. CONCURRENT ALSD, DBF, TS, IIFX BREAKOUTS	The Power of Technology	Jessica Gaffney, Larry Fretz	White River, Salon E, Floor 1	ALSD, DBF, TS, IIFX
	Optimize. Transform. Disrupt.	Lauren Fisher, Donna Childs, Blake Jungmeyer	Salon 103-104, Floor 1	ALSD, DBF, TS, IIFX
	The New Rules in Etiquette	James (JP) Payne, J.P. Paul	White River, Salon C-D, Floor 1	ALSD, DBF, TS, IIFX
	Sustainability & Innovation: Green Tech in Sports & Entertainment	Kristen Fulmer, Melody Park, Logan Waddle	White River, Salon F, Floor 1	ALSD, DBF, TS, IIFX
	Fandemonium Unleashed: Winning at the Game of Fan Engagement	Dan Donovan, Denise Oster	White River, Salon G-H, Floor 1	ALSD, DBF, TS, IIFX
2:30 p.m. - 3:15 p.m. CONCURRENT ALSD, DBF, TS, IIFX BREAKOUTS	One Size Does Not Fit All	Alex Townsend-Mitchell, Devin McDaniel, Erin Dlouhy, Tylyn Castellanos	White River, Salon E, Floor 1	ALSD, DBF, TS, IIFX
	Welcome to The Firsts and the Future of Venues	Jill Monaghan, Christina Franklin, Kristen Fulmer	Salon 103-104, Floor 1	ALSD, DBF, TS, IIFX
	Executing the Extraordinary	Simon Nash, Ebobi Wilson, Paul Bee, David Nelson	White River, Salon C-D, Floor 1	ALSD, DBF, TS, IIFX
	Insight, Automation, Intelligence: How to Harness Sales Tech	Cary Delbridge, Justin Wood, Jackie Slope, Chris Bryant	White River, Salon A-B, Floor 1	ALSD, DBF, TS, IIFX
	Sports Betting and its Impact on the Integrity of Sports	Gary Gardner, Patrick Walter, Daniel Heal, Matt Heap, Michael "Mick" O'Connell	White River, Salon F, Floor 1	ALSD, DBF, TS, IIFX
3:30 p.m. - 4:15 p.m. CONCURRENT ALSD, DBF, TS, IIFX BREAKOUTS	A Sports Betting Parlor is Coming to Your Venue Real Soon!	Gary Gardner, Sara Martin	White River, Salon E, Floor 1	ALSD, DBF, TS, IIFX
	An Action Plan for Sustainability in Sports	Tim Trefzer, Norman Vosschulte, Lindsay Arell, Arich Berghammer, Shaun Beard	Salon 103-104, Floor 1	ALSD, DBF, TS, IIFX
	Relationships into Revenue: Building Bonds and Business	Lindsey Banks	White River, Salon C-D, Floor 1	ALSD, DBF, TS, IIFX
	Compelled to Serve: A Critical Design Element	Erica.Muhlenbruch, Sally Bae, Erin Schnieders, Kaitlin Sorensen, Donna Julian, Jenny Stephens	White River, Salon A-B, Floor 1	ALSD, DBF, TS, IIFX
	Best Practices in Emergency Response Training	Darcey Leutzinger, Lindsay Gietzen, Dr.Til Jolly, Gary Gardner	White River, Salon F, Floor 1	ALSD, DBF, TS, IIFX
4:20 p.m. - 5:00 p.m. CONCURRENT ALSD, DBF, TS, IIFX BREAKOUTS	Revenue Cross Training	Jen Babcock, Kathleen Coyle, Jim Van Dam, Derek Perchaluk	White River, Salon C-D, Floor 1	ALSD, DBF, TS, IIFX
	Immerse & Inspire Innovating Fandom for the Next Generation	Aman Johar	White River, Salon F, Floor 1	ALSD, DBF, TS, IIFX
5:30 p.m.	Buses Depart for Indianapolis Motor Speedway	Buses shuttle guests to and from	Floor 1, Back Transit Lobby	ALSD, DBF, TS, IIFX
6:00 p.m.	Tour & Reception Indianapolis Motor Speedway	Home of the Indianapolis 500	Indianapolis Motor Speedway	ALSD, DBF, TS, IIFX

Wednesday, July 12

Time	Activity / Session	Speakers / Notes	Location	Who Attends
9:00 a.m. - 12:00 p.m.	Exclusive Workshop: Tyson Group	Lance Tyson; By Invitation	309, 310, Floor 1	ALSD