



AGENDA DAY 1

MON / 02.12 (THEMED TRACKS)

REVENUE
COLLABORATE
ENGAGE

8:00 - 9:00

Registration and Continental Breakfast

9:00-10:15

WELCOME + KEYNOTE WITH DAVE & KIM

10:15-10:45

Coffee Break with Business Partners

10:45 - 11:45

MAKING A POSITIVE IMPACT: NOTRE DAME AD JACK SWARBRICK ADDRESSES THE PACIOLAN COMMUNITY. From undergrad to Athletic Director, Jack Swarbrick has a rich history at Notre Dame. He has recently been instrumental in developing a plan to expand Notre Dame Stadium to make it a year-round asset for the University, as well as improving the game day experience for all. The Campus Crossroads project is just one of Swarbrick's initiatives to raise the reputation, influence and thought leadership of the university in the industry. Hear his insights on creating, and maintaining, a world class organization.

CUSTOMER LIFECYCLE ENGAGEMENT REIMAGINING YOUR BRAND & BUILDING LIFELONG CUSTOMER RELATIONSHIPS.

Once you establish an iconic brand and message, how do you communicate that to establish an enduring relationship with your community? Industry experts will lead a discussion surrounding how to effectively engage with customers, fans and patrons at every step in their interactions to strengthen fellowship with and foster champions for the organization.

11:45 - 1:15

LUNCH - IN-N-OUT BURGER

1:15 - 2:15

RIGHT-SIZING YOUR STADIUM OR THE VENUE. Whether you play in a professional stadium, perform at a theatre, or are creating a new configuration and your arena, creating the optimize space for your customers and aligning premium seating, pricing, and yield management is a challenge. Hear from community members who are deployed strategies to right size their venue and realize yield management opportunities by doing so.

PREVIEW THE PACIOLAN PLATFORM PRODUCT ROADMAP - ALL GENRES.

Come together to hear new enhancements, strategies and technology within the Paciolan Platform. Preview what's already available, what's on it's way, and where we're going together in the future. Ticketing, fundraising, marketing and analytics solutions converge across all genres with products that pertain to all. Our product development team will lead the assembled Paciolan community through the roadmap while emphasizing unique examples that appeal to all genres. This approach will allow for continued convergence and collaboration within our world-class organization.

2:15- 2:45

Coffee Break

2:45 - 3:45

TALES FROM THE CORNER OFFICE. A Panel Interview with Jane Kleinberger. Hear from several leading Athletic Directors, entertainment executives and business leaders who will share career insights that led them to the corner office as well as humorous stories that encountered in their journey.

ARENAS, ARTS AND ENTERTAINMENT ROUND TABLE. 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.

IN THE MIND OF A MILLENNIAL + MULTI GENERATIONAL FANS. Hear directly from Millennials, students and GenY on how they want to be communicated with, what motivates them to attend games or events and what is important to them.

3:45- 4:15

Coffee Break

4:15 - 5:15

PREPARING FOR EXCEPTIONAL EVENTS: THE AFTER EFFECT. Leveraging big productions like Hamilton or Garth Brooks to continue to engage subscribers and season ticket holders, and creating programs to retain them and get them to come to more shows.

COLLEGE ATHLETICS ROUND TABLE. 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.

OPTIMIZING YOUR MOBILE STRATEGY. Working with other mobile partners Paciolan is optimizing the mobile process from purchase through redemption. Come hear from industry experts how to make the most of the fastest growing channel in our industry.

5:15 - 7:00

PRE PACFEST COCKTAIL PARTY

7:00 - 11:00

PACFEST

FEBRUARY 11-14

NEWPORT BEACH MARRIOTT HOTEL & SPA
NEWPORT BEACH, CA



AGENDA DAY 2

TUES / 02.13 (TRACKS BY FUNCTION)

VISIONS

MARKETING & SALES

TICKETING & OPERATIONS

7:15 - 8:15

Continental Breakfast

8:15 - 8:45

ANNUAL STAR AWARDS

8:45 - 9:45

KEYNOTE: NATHALIE NAHAI, WEB PSYCHOLOGIST & BEST-SELLING AUTHOR

9:45 - 10:15

Break

10:15 - 11:15

GETTING IN - CREDENTIALS, TICKET MANAGEMENT AND SECURITY. How do you collect, organize, report and deliver necessary information at the opportune time to manage requests and approvals for your major events, while keeping audiences safe? Learn how your peers streamline fulfillment and safety processes to overdeliver on experiences.

THE PROGRAMMATIC PULSE OF DIGITAL MARKETING. Hear advanced programmatic marketing solutions that leverage advanced technologies to customize fan interactions, reach prospective customers, and drive ticket sales along with rich, visual dashboards and reporting.

PAC PLATFORM: BEYOND THE ROADMAP. Take a deeper dive into the new Paciolan Platform including a feature walk through from Paciolan product experts and clients using the platform.

11:15 - 11:30

Break

11:30 - 12:30

MANAGE INVENTORY TO MAXIMIZE REVENUE. Hear from industry experts about the best ways to understand, anticipate and influence consumer behavior in order to maximize revenue. Get your pricing right to find that sweet spot where you can sell the most tickets while leaving the least amount of money on the table.

THE ART & SCIENCE OF MARKETING AUTOMATION. The trend of marketing automation has grown exponentially in live entertainment and within our community. Come hear how data driven campaign are driving incremental sales, and see the art of client customized communication.

ACCESS MANAGEMENT AND DIGITAL TICKETING. Hear from industry experts and thought leading peers on how they are leveraging digital ticketing and delivery strategies to create a frictionless experience for fans to leverage mobile devices, barcodes and advanced technologies to provide a great fan experience and get customers to fill seats.

12:30 - 1:30

LUNCH

1:30 - 2:30

AFTERNOON KEYNOTE

2:30 - 3:00

Break

3:00 - 4:00

REVENUE GENERATION STRATEGIES FROM WOMEN LEADERS. Join a panel of esteemed women leaders in live entertainment who will share ideas, strategies and lessons learned along their career path. This session will inspire, motivate and invigorate you.

PACMAIL - THE NEW NORMAL. Come see the newest tool in your digital toolbox, the new PACMail. This powerful new email marketing tool has best in breed technology and capabilities to help you reach your customers, drive awareness and measure tickets sales.

LEVERAGING INTEGRATED PARTNERSHIPS. Extend your reach and distribution with a wide variety of Paciolan partners who can help you connect with new customers, provide them a rich experience and build your database with new customers.

4:00 - 4:30

Break

4:30 - 5:30

THE ULTIMATE FAN ENGAGEMENT PLATFORM. Now more than ever, it is critical to engage fans and provide them an amazing interaction throughout the entire live entertainment experience. Join us to hear how other organizations are leveraging integrated technologies to create the ultimate fan experience.

SUCCESSFUL SALESFORCE STRATEGIES. Learn from experts from Salesforce and other CRM strategists how to leverage the power of the Salesforce platform to make your box office more efficient, your sales team more effective and your fundraising team more effective.

POWERING TICKET SALES THROUGH SOCIAL MEDIA. Hear how leaders are leveraging the power of Facebook and other social channels for event discovery, ticket sales and fan engagement. We'll hear how Facebook's events ecosystem is connecting with customers and driving commerce.

5:30 - 7:30

COCKTAIL HOUR

7:30 - 11:00

PUB CRAWL



TECHNOLOGY & ANALYTICS

PAC "HOW-TO"

FUNDRAISING

WHO'S YOUR DATA? ADVANCED ANALYTICS STRATEGIES. Explore new ways to visualize your data and report on key performance indicators of your business to better understand trends and data to make business decisions to drive revenue.

OPTIMIZING YOUR STUBHUB DATA. Stubhub provides you with a wealth of information from who is buying, when they buy and what tickets they are getting. This session will also look at yield management and distribution with direct listings.

REIMAGINE YOUR DATA STRATEGY. Your business is now more reliant on data than ever before. It's time to rethink how you position your data, how you organize it, and how you maintain data quality to create the foundation for effective data driven strategies.

AN INTRODUCTION TO THE NEW PAC BUSINESS INTELLIGENCE TOOL. Join us to hear about the PAC Business Intelligence solution that enables you to visualize key business metrics within a dashboard format, and educate stakeholders on core KPIs to manage the health of your business and take action on data.

P2PE, PCI, AND FRAUD PREVENTION BEST PRACTICES. Join us to learn how to protect cardholder data with point of sale, and point-to-point encryption solutions as well as fraud prevention best practices. We'll also discuss Payment Card Industry best practices and processes that you can implement at your organization to adhere to industry standards and requirements.

MANAGING PARKING AT YOUR VENUE. Hear how clients are leveraging Ballena Technologies and other advanced technologies to manage parking on site. You will hear proven strategies to optimize and create a rich experience from driveway to driveway.

PAC AND PLAY: PREPARING FOR YOUR TRANSITION TO THE PAC PLATFORM. You are excited about the new PAC Platform, so are we! Getting prepared for your transition is a critical component to ensuring it is a smooth process. Hear from PAC experts on best practices of what and how to prepare for a seamless transition to the PAC platform.

PAC TICKETING KNOWLEDGE INTERACTIVE GAME. Test your knowledge of the Paciolan system and compare your skills with other community members during this interactive game.

THE NEW NARRATIVE - TELLING YOUR STORY TO CREATE A PHILANTHROPIC CULTURE. Hear from industry experts how to growing one time donors into annual giving and major gifts donors by taking the emphasis off the purchase and into the philanthropic cause.

PAC FUND: A DEEPER DIVE. Hear from Paciolan product experts about the vision and functionality of the new PAC Fund as well as early adopter clients who have already realized success with PAC Fund at their organizations.

PERSONALIZING YOUR DONOR MESSAGES WITH DATA. How to use technology to customize a message, and deliver rich, personalized communications tailored to your fans preferences.

DIGITAL DONOR ACQUISITION. Hear how your peers are taking advantage of digital personalization and discovery tools to reach new donors, grow their donor database and fill the pipeline for future larger gifts.

FEBRUARY 11-14

NEWPORT BEACH MARRIOTT HOTEL & SPA
NEWPORT BEACH, CA



AGENDA DAY 3

WED / 02.14 (TRACKS BY FUNCTION)

VISIONS

MARKETING & SALES

TICKETING & OPERATIONS

8:00 - 9:00

Continental Breakfast

9:00 - 10:00

GENERATING NEW REVENUE STREAMS. From managing your suites and premium seating, to offering alcohol sales, or creating a new tailgating experience, or connecting with partners across campus, come hear from industry experts and leaders on innovative strategies to generate new revenue opportunities.

MULTI-CHANNEL MARKETING. No longer can marketers rely on single sales and marketing channels to reach their audiences. Technology and consumer behavior is requiring marketers to ensure that they are leveraging a comprehensive multi-channel approach to optimize effectiveness and meet customers where they are consuming digital content.

BEYOND THE ROADMAP - COMMERCE. Dive more deeply into our Paciolan Platform eCommerce solution, allowing your customers to buy tickets from best available inventory any time through your custom-branded website. Learn how the platform will enable you to lower costs and increase efficiency by driving ticketing and fund development revenue while enhancing customer service and satisfaction with an easy-to-use process from desktop and mobile.

10:00 - 10:15

Break

10:15 - 11:15

HOW TO GET YOUNG ALUMNI OR YOUNG PEOPLE TO ENGAGE WITH US IN A MEANINGFUL WAY. They like the flexibility to be able to come and go - less structure - so try to figure out ways to appeal to that.

SUCCESSFUL SALES STRATEGIES. Hear from industry experts and peers how they are utilizing sophisticated sales strategies and technology to efficiently target prospects, fill the sales pipeline, win opportunities, retain fence sitters and grow revenue.

DISASTER RECOVERY PLAN. So you need to cancel your event, what now? Hear from peers who ran into challenges with Mother Nature, artists cancelling their tour dates and other unforeseen occurrences. Hear best practices for your venue so you are prepared for the next time.

11:15-11:30

Break

11:30 - 12:30

BEYOND THE TICKET. The home to home experience is much more than just buying a ticket, it's the parking experience, merchandise, concessions, fan engagement and other revenue-generation activities. Hear from leading venues how they are weaving together a rich customer experience and maximizing revenue opportunities.

HOW TO MEASURE SUCCESS WITH VENUE USING ANALYTICS AND EQUERY. You followed best practices and deployed upsell light boxes, modified your landing pages, and included cross selling opportunities in venue. How did it work? Learn how to measure success using tools available to you.

12:30 - 2:00

CLOSING KEYNOTE - TBD

2:00 - 2:30

Break

2:30 - 5:30

IN-DEPTH PAC MAIL TRAINING. Take a master class on everything you need to know about PAC Mail with product experts and learn how to effectively utilize the platform to get your message in the inboxes of your fans and your patrons. (Attend at NO additional cost!)



TECHNOLOGY & ANALYTICS

PAC "HOW-TO"

FUNDRAISING

TOP TEN TIPS AND TRICKS OF EQUERY AND REPORTING WITHIN THE PACIOLAN SUITE. Join Paciolan experts and learn tips and tricks of reporting tools that you already have at your fingertips. This will be an actionable session that will arm you with tips to take back to your organization to immediately put to use.

ADVANCED DATA & REPORTING STRATEGIES. Join Paciolan's data experts who will share our data strategy and reporting product offerings. You will also hear best practices from your peers on how to leverage these tools to efficiently manage your business.

HOW TO MEASURE SUCCESS WITH EVENUE USING ANALYTICS AND EQUERY. You followed best practices and deployed upsell light boxes, modified your landing pages, and included cross selling opportunities in evenue. How did it work? Learn how to measure success using tools available to you.

BALLENA BEST PRACTICES. Learn the the ideal way to set up your upgrade campaign, renew your season ticket holders and reseal your venue with Ballena Experts.

UNDERSTANDING COMMERCE TOOLS AND STRATEGIES WITHIN THE PAC TOOLBOX. There are plenty of commerce tools at your fingertips, but are you using them all effectively today? Chances are there are some things already available that you could use today that you are not aware of. Hear from ecommerce experts on how to take advantage of tools available to you to sell more tickets and create a great experience.

FUNDRAISING WORKSHOP: THE TAX REFORM LAW. - HOW IT IMPACTS FUNDRAISING AND HOW TO PREPARE FOR IT. With new administration comes changes to tax policy, and current proposed changes carry severe implications for fundraisers. From instituting more modest write off caps and reducing marginal income tax rates to repealing the Estate Tax, discuss how to weather these policies that de-incentivize charitable giving and rethink your operations strategy when it comes to stewardship.

RAISING MONEY FOR RELIEF AND OTHER PHILANTHROPIC ENDEAVORS. Iowa first quarter wave - connecting philanthropy, donating to people in need. How you handle that from a ticketing perspective.

FUNDRAISING STRATEGIES. What the best fundraisers do differently. Major gift fundraising boosts the highest ROI. What do the best major gift officers do differently? Get everything you need to build, prioritize and optimize a major gift portfolio. Walk away with strategies, tips and tools that you can put into effect immediately!

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