

AGENDA DAY 1 MON / 02.12 (TRACKS BY TOPIC)

REVENUE

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COLLABORATE

ENGAGE

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8:00 - 9:00 Registration and Continental Breakfast: Expo Hall/Newport Coast Ballroom

9:00-10:15 **WELCOME + KEYNOTE WITH DAVE & KIM**

10:15-10:45 Coffee Break with Business Partners: Expo Hall/Newport Coast Ballroom

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.

Presenter: Jack Swarbrick, University of Notre Dame

Moderator: Matt Roberts, D1 Ticker

📍 Grand Salon A-D

11:45 - 1:15

LUNCH: IN-N-OUT BURGER at Seaview Terrace  (Sponsored by Weldon, Williams & Lick, Inc.)

1:15 - 2:15

PACIOLAN PRODUCT STRATEGY & VISION: ALL GENRES. See and hear the exciting changes taking place within Product Engineering; including our 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 available now, what's coming this year, and where we're going together in the future. Ticketing, fundraising, marketing and analytics solutions are converging across all genres within our product ecosystem. We continue to collaborate with our Paciolan community to deliver world-class products.

Presenters: Keith White, Danielle DeLuise, & Toby Fender, Paciolan

📍 Grand Salon A-F

2:15- 2:45

Coffee Break: Expo Hall/Newport Coast Ballroom

2:45 - 3:45

NEXT GENERATION DISTRIBUTION: FROM GDS TO MULTICHANNEL. True yield management via multichannel distribution is nascent in live events. Come learn from innovators in our industry as well as from leaders in Travel and more.

Presenters: Curtis Chang, DTI Management; Doug Miller, Chatbox; Spenser Ayres, Stanford University

Moderator: David Goldberg

📍 Grand Salon E-F

3:45- 4:15

Coffee Break: Expo Hall/Newport Coast Ballroom (Sponsored by Uptix by Givex) 

4:15 - 5:15

TALES FROM THE CORNER OFFICE: A PANEL INTERVIEW WITH DAVE BUTLER. 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 they encountered along their journey.

Presenters: John Hartwell, Utah State University; Desiree Reed-Francois, University of Nevada, Las Vegas; Jamie Vosmeier, The Fox Theatre, Atlanta; Matt Henderson, University of Iowa

Moderator: Dave Butler, Paciolan

📍 Laguna Sunset

6:00 - 7:00

PRE PACFEST COCKTAIL PARTY: Hosted by Janam: Atrium Court 

7:00 - 11:00 **SUPERHEROES OF PACFEST:** Hook & Spear Restaurant (Sponsored by Weldon, Williams & Lick, Inc.)

CASINO: Baycliff (Sponsored by FanMaker) 

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.

Presenters: Mike Veeck, Fun Is Good; Adina Erwin, The Fox Theatre, Atlanta; Brendan Bruss, PMI Entertainment Group

Moderator: Jane Kleinberger, Paciolan

📍 Grand Salon E-F

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.

Presenters: Layne Doctson, Colorado State University; Jessica Onyepunuka, University of Southern California; Nader Razmdjoo, UCI Super Fan

Moderator: Christian Lewis, Paciolan

📍 Baycliff

PREPARING FOR EXCEPTIONAL EVENTS: THE AFTER EFFECT. Hear how leading organizations are leveraging marquee events like Hamilton, Garth Brooks or NCAA Championships to attract subscribers, season ticket holders and new buyers, then creating programs to retain them and turn them into frequent visitors.

Presenters: John Harig, Cincinnati Arts Association; Melissa Cunningham, Wells Fargo Center; Jim Downey, MetroTix; Josh Logan, NCAA; Mitchell Klein, Broadway Across America

Moderator: Lisa Langham, Paciolan

📍 Baycliff

AGENDA DAY 2

TUES / 02.13 (TRACKS BY FUNCTION)

7:15 - 8:15
8:15 - 8:45
8:45 - 9:45
9:45 - 10:15
10:15 - 11:15

Continental Breakfast: Expo Hall/Newport Coast Ballroom

ANNUAL STAR AWARDS

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

Coffee Break: Expo Hall/Newport Coast Ballroom

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 events, while keeping audiences safe? Learn how your peers streamline fulfillment and safety processes to over deliver on experiences.

Presenters: Chris Carver, *Lennd*; Seneca Manzo, *NHRA*; Patti Angeloni, *Pocono Raceway*

Moderator: Dan Archabal, *Paciolan*

Baycliff

11:15 - 11:30
11:30 - 12:30

Coffee Break: Expo Hall/Newport Coast Ballroom

RIGHT-SIZING YOUR STADIUM OR THE VENUE. Creating the optimized space for your customers and aligning premium seating, pricing, and yield management is a challenge. Hear from community members who deployed strategies to right size their venue and realize revenue management opportunities by doing so.

Presenters: Steve Hank, *SSB*; Christian Spears, *University of Pittsburgh*; Tim Martin, *University of Southern California*; John Harig, *Cincinnati Arts Association*

Moderator: Jeff Robins, *Paciolan*

Grand Salon E-F

12:30 - 1:30
1:30 - 2:30
2:30 - 3:00
3:00 - 4:00

LUNCH: TACO TUESDAY (Sponsored by Fevo) fevo

KEYNOTE: JIM ABBOTT, GOLD-MEDAL OLYMPIAN & PRO ATHLETE

Coffee Break: Expo Hall/Newport Coast Ballroom

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.

Presenters: Billye Veteto, *Razorback Foundation*; Monica Lebron, *Tulane University*; Jacque Holowaty, *Spectra Venue Management*; Stephanie Menio, *Army West Point Athletics*; Patti Phillips, *Women Leaders in College Sports*

Moderator: Kim Damron, *Paciolan*

Grand Salon C-D

4:00 - 4:30
4:30 - 5:30

Coffee Break: Expo Hall/Newport Coast Ballroom

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. Hear how organizations are leveraging integrated technologies to create the ultimate customer experience.

Presenters: Jeff Rubin, *SIDARM Sports*; Doug Mowbray, *Mogo Interactive*; John Corwin, *University of California Berkeley*; Colin Hargis, *NC State University*

Moderator: Steve Demots, *Paciolan*

Grand Salon E-F

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

Presenters: Danielle Johnson, *Mogo Interactive*; Matt Biggers, *University of Colorado*; Mike Lorenc, *Google*; Aly Knight Grubb, *The Fox Theatre, Atlanta*

Moderator: Craig Ricks, *Paciolan*

Grand Salon A-B

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 campaigns are driving incremental sales and learn how to take advantage of marketing automation's advanced capabilities.

Presenters: Mike Boschert, *Budweiser Events Center*; Dan Riester, *Texas Christian University*; Andrew Schoepfer, *Providence College*

Moderator: Crystal Baird & Rick Gehman, *Paciolan*

Grand Salon C-D

Seaview Terrace

Grand Ballroom

DISCOVER THE POWER OF PAC MAIL. Come see the newest tool in your digital toolbox, the new PAC Mail, powered by Cheetah Digital. 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.

Presenters: Victoria Ho, *Paciolan*; Tim Yarnell, *Paciolan*; Lucas Sanders, *Cheetah Digital*

Moderator: James Kim, *Paciolan*

Grand Salon A-B

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

Presenters: Chris Flores, *NC State University*; Pat McQueen, *Salesforce*; Mark Cameron, *Florida State University*

Moderators: Dennis Nelson & Chris Carney, *Paciolan*

Grand Salon A-B

Grand Ballroom

Grand Ballroom

PAC PLATFORM: BEYOND THE ROADMAP. Take a deeper dive into the overall strategy and vision for the Pac Platform and B2B products.

Presenters: Toby Fender & Marty Avalos, *Paciolan*

Grand Salon C-D

PREPARING FOR THE UNEXPECTED. Hear from peers who ran into challenges with Mother Nature, venue renovations, and other unforeseen occurrences. Listen to best practices for your venue so you are prepared if the unexpected happens to you.

Presenters: Jacque Holowaty, *Spectra Venue Management*; Tim Cavanaugh, *University of Miami*; Michelle Finley, *University of Connecticut*

Moderator: Jim Clay, *Paciolan*

Cardiff

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.

Presenters: Matt Mastrangelo, *Groupmatics*; Brandon O'Halloran, *ReplyBuy*; Eddie Rausch, *VetTix*; Matt Johnson, *Baylor University*

Moderator: Lisa Langham, *Paciolan*

Baycliff

POWERING TICKET SALES THROUGH SOCIAL AND DIGITAL MEDIA. Hear how leaders are leveraging the power of Facebook and other digital channels for event discovery, ticket sales and fan engagement.

Presenters: Daniel Watkins, *Mississippi State University*; Andrew Schoepfer, *Providence College*; Josh Rose, *Fevo*; Luke Rodehorst, *Google*; Jon Park, *Facebook*

Moderator: Brandon Mellor, *Paciolan*

Grand Salon C-D

5:30 - 7:00

TUESDAY NIGHT RECEPTION: Expo Hall/Newport Coast Ballroom (Sponsored by StubHub)

StubHub

7:00 - 10:00

PUB CRAWL: Yard House & Muldoon's Irish Pub (Sponsored by DTI Management)

DTI Management

CHANCE TO WIN ONE OF TWO IPADS!

Scan the QR code & complete the online session surveys to be entered into the iPad drawing! The more sessions you review, the greater your odds of winning.

Be sure to enter your full name on the electronic form.



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TECHNOLOGY & ANALYTICS

PAC "HOW-TO"

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FUNDRAISING

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WHO'S YOUR DATA? ADVANCED ANALYTICS STRATEGIES. With an increased number of data sources and sheer quantity of data records available to us, putting together an organization-wide data strategy can be daunting. Hear from experts on how to navigate the sea of available data to uncover trends and data points to make business decisions that drive revenue.

Presenters: Kyle Vasey, *University of Alabama*; Bernie Mullin, *The Aspire Group*; Jonathon Hunt, *Mago Interactive*

Moderators: Greg Hemberger & Steve Geib, *Paciolan*

📍 Grand Salon E-F

OPTIMIZING YOUR STUBHUB DATA. StubHub provides you with a wealth of information from who is buying, when they buy and what tickets they are purchasing. This session will share best practices from primary and secondary as well as look at yield management and distribution with direct listings.

Presenters: Raymond Delacruz, *StubHub*; Ryan Miller, *University of North Carolina*; Spenser Ayres, *Stanford University*

Moderator: Gary Styve, *Paciolan*

📍 Grand Salon A-B

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.

Presenters: Hannah Herbig & Abbey Zakari, *Paciolan*

📍 Grand Salon E-F

AN INTRODUCTION TO PAC BUSINESS INTELLIGENCE. PAC business intelligence solution enables you to visualize key business metrics with state of the art dashboards, identify areas where there are opportunities for increased revenue or patron engagement, and decide on next steps to capitalize on those opportunities.

Presenters: Greg Hemberger & Steve Geib, *Paciolan*

📍 Baycliff

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

Presenters: Elaine Jarvie, *Bingham Young University*; Lauren Ranieri, *University of Southern California*; Tim Martin, *University of Southern California*

Moderators: Kip Nelson, Danielle DeLuise & Anne Noonan, *Paciolan*

📍 Laguna Sunset

P2PE, PCI, AND FRAUD PREVENTION BEST PRACTICES. 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.

Presenters: Eldred Garcia, *Bluefin*; Holly Sandberg, *Paciolan*

Moderator: Erik Janis, *Paciolan*

📍 Baycliff

GIRLS JUST WANNA HAVE PAC FUND. The phone rings in the middle of lunch, the Boss says Gift reports are due at 1. Oh boss dear you know I will have them done. Some systems take beautiful records, and hide it away from the rest of the world. But your data will shine bright. Walk thru Paciolan Platform's screens and tools to prepare you for some PAC Fund!

Presenters: Pauleen Wright & Kristi Dyer, *Paciolan*

📍 Laguna Sunset

WHO WANTS TO BECOME A TICKETING OLYMPIAN? Come test your knowledge of the Paciolan system and go for the gold as you compete against other community members during this interactive game.

Presenter: Caroline Fenton, *Paciolan*

📍 Laguna Sunset

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

Presenters: Billye Veteto, *Razorback Foundation*; Emily Boone, *Miami Hurricane Club*; Mike Richey, *Mississippi State University*; Casey Steffan, *Virginia Athletics Foundation*

Moderator: Deana Barnes, *Paciolan*

📍 Cardiff

PAC FUND: A DEEPER DIVE. Take a closer look at the overall strategy and vision for PAC Fund. Also, get the inside scoop from an early adopter client who has already realized success with PAC Fund.

Presenters: Kaitlyn Goble, *University of Colorado*; Kelly Field, *Paciolan*

Moderator: Kelly Field, *Paciolan*

📍 Laguna Sunset

FUNDRAISING WORKSHOP: THE TAX REFORM LAW. With the changes to tax policy and the changes carry severe implications for fundraisers. From instituting more modest write off caps 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.

Presenters: Adam Dunn, *University of Michigan*; Michelle McBride, *University of Pittsburgh*; Maureen Andersen, *INTIX*

Moderator: Elsie Kuresa, *Paciolan*

📍 Cardiff

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.

Presenters: Andrew Bauschelt, *Hokie Club*; Roy Shick, *Snap! Advance*; Dominic Fazio, *Texas Christian University*

Moderator: Stevi Ibarra, *Paciolan*

📍 Cardiff

AGENDA DAY 3

WED / 02.14 (TRACKS BY FUNCTION)

8:00 - 9:00	Continental Breakfast: Grand Ballroom		
9:00 - 10:00	<p>GENERATING NEW REVENUE STREAMS. From managing your suites and Premium Seating, to offering alcohol sales, or connecting with partners across campus, come hear from industry experts and leaders on innovative strategies to generate new revenue opportunities.</p> <p>Presenters: Alex Renfrew, <i>Comcast Spectacor</i>; Kevin Van Roy, <i>Indiana University</i>; Solly Fulp, <i>Learfield Campus Connect</i></p> <p>Moderator: Lisa Walker, <i>Paciolan</i></p> <p>📍 Baycliff</p>	<p>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.</p> <p>Presenters: Dan Vaughn, <i>Google</i>; Spencer McAnally, <i>Clemson University</i>; Kristen Wentzell, <i>NHRA</i>; Marc Hatfield, <i>YouTube</i></p> <p>Moderator: Craig Ricks, <i>Paciolan</i></p> <p>📍 Newport Coast 4</p>	<p>PAC CONSUMER: PRODUCT STRATEGY AND EXECUTION. Take a deeper dive into the overall strategy and vision for the PAC Consumer experience. Learn about our approach, our latest offerings and our upcoming initiatives.</p> <p>Presenters: Danielle DeLuise & Greg Koteen, <i>Paciolan</i></p> <p>📍 Newport Coast 1-3</p>
10:00 - 10:15	Break: Ballroom Foyer		
10:15 - 11:15	<p>HOW TO ENGAGE YOUNG ALUMNI OR YOUNG PEOPLE IN A MEANINGFUL WAY. Discover ways to offer recent grads the experience they expect and a way to communicate that resonates to their priorities. They already have the affinity to your organization, now it's time to deepen their engagement.</p> <p>Presenters: Araceli Ortiz, <i>Stanford University</i>; Leah Beasley, <i>Mississippi State University</i>; Laurence Sotsky, <i>Hopscotch</i>; Patrick Nowlin, <i>University of Oklahoma</i></p> <p>Moderator: Liz Kelley, <i>Paciolan</i></p> <p>📍 Newport Coast 1-3</p>	<p>SUCCESSFUL SALES STRATEGIES. Hear from industry experts and peers of 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.</p> <p>Presenters: Brad Sexton, <i>IMG Learfield Ticket Solutions</i>; McK Williams, <i>University of Oklahoma</i>; Rob Kristiniak, <i>University of Washington</i>; Tim Martin, <i>University of Southern California</i></p> <p>Moderator: Zandra Butler, <i>Paciolan</i></p> <p>📍 Newport Coast 4</p>	<p>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.</p> <p>Presenters: Rick Cabrera, <i>Experience</i>; Jamie Vosmeier, <i>The Fox Theatre, Atlanta</i>; Katie Thompson, <i>Google</i>; Rob Johnson, <i>Jackbox Games</i></p> <p>Moderator: Gary Styve, <i>Paciolan</i></p> <p>📍 Cardiff</p>
11:15-11:30	Break: Ballroom Foyer		
11:30 - 12:30	<p>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 and experts who are weaving together a rich customer experience and maximizing revenue opportunities.</p> <p>Presenters: Jonathan Dusing, <i>FanMaker</i>; Tiffany Hickman, <i>NCR</i>; Ricky Durst, <i>Pocono Raceway</i>; Brad Ledford, <i>University of Alabama</i>; Dustin Yu, <i>WebsiteAlive</i></p> <p>Moderator: Jeff Robins, <i>Paciolan</i></p> <p>📍 Baycliff</p>	<p>HOW TO MEASURE SUCCESS WITH REVENUE USING WEB 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.</p> <p>Presenters: Keith Gotowicki, Bill Hamilton, & Alex Meshot, <i>Paciolan</i></p> <p>Moderator: Alex Meshot, <i>Paciolan</i></p> <p>📍 Newport Coast 1-3</p>	<p>CLOSING KEYNOTE: BILL HOGG, CHANGE & LEADERSHIP EXPERT (Sponsored by Janam) JANAM</p> <p>Break</p> <p>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.</p> <p>Presenter: Tim Yarnell, <i>Paciolan</i></p> <p>📍 Laguna Sunset</p>
12:30 - 2:00			
2:00 - 2:30			
2:30 - 5:00			

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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.

Presenters: Keith Gotowicki, Bill Hamilton, & Michael See, *Paciolan*

Moderator: Keith Gotowicki, *Paciolan*

📍 Newport Coast 5

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.

Presenters: McKenzie Ryding, *Ballena*; Jarrod Fresquez, *ParkHub*; Tim Messa, *Louisiana State University*

Moderator: Kelly Martin, *Ballena*

📍 Cardiff

PERSONALIZING YOUR DONOR MESSAGES WITH DATA.

How to use technology to customize a message, and deliver rich, personalized communications tailored to your fans preferences.

Presenters: Megan Smith, *University of Pittsburgh*; Charles O'Donnell, *Georgia Tech*; Chris Carney, *Paciolan*

Moderator: Rick Gehman, *Paciolan*

📍 Laguna Sunset

ADVANCED DATA & REPORTING STRATEGIES.

Join Paciolan's data and BI team to review and understand the product offerings of the Paciolan Platform. They will share our data strategy and reporting product offerings. You will also hear best practices on how to leverage these tools to efficiently manage your business. How do you bring in additional data sources, value and model them.

Presenters: Michael See, Greg Hemberger, & John Zech, *Paciolan*

Moderator: Michael See, *Paciolan*

📍 Newport Coast 5

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? Hear from e-commerce experts on how to take advantage of the tools available to you and how you can measure their impact on your customer's eVenue journey.

Presenters: Dustin Pakosh, *Select Your Tickets*; Mark Baker, *TicketsWest*

Moderator: Nikki McCourt & Brett Giacomino, *Paciolan*

📍 Baycliff

CONNECTING WITH YOUR COMMUNITY.

Whether it's raising money for natural disasters or a crowd unified in compassion for children in need, learn how your peers are connecting with their community as a way of giving back.

Presenters: Jess Rickertsen, *University of Iowa*; Danielle Pope, *Liacouras Center*; Mike Castle, *Georgia Tech*

Moderator: Jaime Koteen, *Paciolan*

📍 Laguna Sunset

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.

Presenters: Keith Gotowicki, Bill Hamilton, & Alex Meshot, *Paciolan*

Moderator: Alex Meshot, *Paciolan*

📍 Newport Coast 1-3

FUNDRAISING STRATEGIES: WHAT THE BEST FUNDRAISERS DO DIFFERENTLY.

Innovative campaigns and new technology keep fundraising fresh and help build lifelong relationships with donors. What do the best fundraisers do differently to engage current donors and acquire new contributors? Get everything you need to build, prioritize and optimize your fundraising strategy. Walk away with new approaches, tips and tools that you can put into effect immediately to provide heightened revenue opportunities and grow and maintain your donor database!

Presenters: Dillon Connell, *Army West Point Athletics*; Kendall Mayer, *University of Oklahoma*; Dan Riester, *Texas Christian University*

Moderator: Jessica Boudevin, *Paciolan*

📍 Laguna Sunset



POST PACNET TRAINING

THURSDAY (02/15) & FRIDAY (02/16) | 9:00 AM - 5:00 PM

**Post PACnet Registration: If you registered for your classes before PACnet, please report to your assigned class. If registering on-site, please visit the PACnet registration desk. Payments can be made by check/credit card.*

DEEP DIVE PAC REPORTING

PREREQUISITES:

- › PAC Analytics
- › 2 years of report building within eQuery

TAKEAWAYS:

- › Focus on writing reports off the TI data warehouse while utilizing more advanced querying tools
- › Maximize the use of your Paciolan data warehouse
- › Focused on solving your specific challenges
- › Tips and tricks from the reporting gurus

WHO SHOULD ATTEND:

- › Database managers
- › Staff responsible for creating reports
- › All markets

With PAC Reporting it is possible to use web-based report writing tools in conjunction with your live Paciolan data to generate many different kinds of reports. Take our advanced class to take your reporting knowledge to the next level!

LIVE REPORTS THROUGH EXCEL:

- ✓ Practice charting with live data using Excel, accessible to anyone with an internet connection.

REPORT SETUP DESIGN AND STRATEGIES:

- ✓ Create fast and accurate reports working step-by-step on what a report-build is from start to finish. Learn strategies to search for reports and mark them for easy review, then schedule and archive them.

JAVASCRIPT & HTML OVERVIEW:

- ✓ Explore how JavaScript and HTML can add more zest to a report, while limiting the need for user-defined dictionaries written in the back office.

📍 Sapphire Cove
(The classes will be held at the Newport Beach Marriott Hotel and Spa - the same location as the PACnet Conference.)

Instructor: Hannah Herbig, *Paciolan*

ROCK YOUR WORLD REPORTING WITH PAC REPORTING

TAKEAWAYS:

- › Improve upon cross-seasonal reporting quickly with new mapping enhancements
- › Learn to create spreadsheets with live links to the Paciolan database
- › Learn how you can use JavaScript and HTML to enhance web reporting
- › Look at client-proven strategies for reporting to 3rd parties

WHO SHOULD ATTEND:

- › Database managers
- › Staff responsible for creating reports
- › All markets

With PAC Reporting, it's possible to use web-based report writing tools in conjunction with your live Paciolan data to generate various reports.

REPORT SETUP DESIGN & STRATEGIES:

- ✓ Create not only accurate but fast reports.
- ✓ Step-by-step guide on what a report-build is from start to finish.
- ✓ Scheduling and archiving reports.

JAVASCRIPT & HTML OVERVIEW:

- ✓ Explore how JavaScript and HTML can add more life to a report, while limiting the need for user-defined dictionaries written in the back office.

LIVE REPORTS THROUGH EXCEL:

- ✓ Charting in Excel with live data.
- ✓ Accessible to anyone with an internet connection.

MAPPING FILES EFFICIENTLY:

- ✓ New mapping enhancements now allow for cross-seasonal reporting quickly.
- ✓ Learn how to quickly create data views.

📍 Emerald Cove
(The classes will be held at the Newport Beach Marriott Hotel and Spa - the same location as the PACnet Conference.)

Instructor: Caroline Fenton, *Paciolan*