<table>
<thead>
<tr>
<th>Time</th>
<th>Room</th>
<th>Session Title</th>
<th>Presenters</th>
<th>Session Description</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 AM</td>
<td>Ballroom 6B</td>
<td>Conference Welcome</td>
<td>Jamie Galileo, Region &amp; Chair and Vice President of Operations, Utah Jazz; Brad Mayne, Executive Director IAVM; Xema Jacobson, Board Chair, San Diego Convention Center</td>
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<tr>
<td>10:15 AM</td>
<td>Room 11</td>
<td>Risk Management 101</td>
<td>Kevin Mattingly, CVE, Deputy Director, Phoenix Convention Center &amp; Venues</td>
<td>The basics of risk management focusing on risk assessments as a decision making tool affecting building security functions and event security planning                                                                لل</td>
<td>Ident Solutions</td>
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<tr>
<td>11:30 AM</td>
<td>Room 11</td>
<td>Cybersecurity in Venues: Are you giving it the VIP treatment?</td>
<td>Biren Shukla, Forum Info Tech Inc.</td>
<td>Businesses in the state of CA lost $214 million dollars, the largest loss of money in all 50 states by nearly 100 million dollars. Adding layers of cyber protection to your venue’s IT is key in protecting your own data and that of your client’s. As a leader in cyber security prevention and digital transformation in venues, we will tell you the tools your venue needs so you do not end up in the news for the wrong reasons!</td>
<td>Smart City Networks</td>
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<tr>
<td>2:00 PM</td>
<td>Room 5</td>
<td>Monetizing Your Technology</td>
<td>Justin Bushee, Boingo wireless, Inc.; Brian Fitzpatrick, President/CEO, Revel Media Group; Ed Stock, Senior Business Development Manager for No. America, Focused on Sports &amp; Entertainment, Samsung Electronics</td>
<td>Hear from the experts about how to monetize your technology by it high speed Wi-Fi service, managed digital communication or IPTV solutions.</td>
<td>Boingo Wireless Inc.</td>
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<tr>
<td>3:15 PM</td>
<td>Room 11</td>
<td>Pathways to Success</td>
<td>Moderator: Cynthia Tucker, Assistant Director of Event Operations for Trojan Event Services, USC; Panelists: Julia Slocombe, Vice President of Operations - West Region, Smart City Networks; Dianne V. Javier, Senior Event Manager, San Diego Convention Center; Kletra Newton, Chief Operating Officer, San Mateo Events Center and Naz Sabirpour, CVP, CEM, Director of Events and Operations, Pasadena Convention Center</td>
<td>Come hear from a multi-generational panel of women of color to discuss their pathways to success and the challenges along the way facing gender and racial bias in the venue management industry.</td>
<td>Smart City Networks</td>
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<tr>
<td>4:15 PM</td>
<td>Room 5</td>
<td>Life Unbalanced: Learning to celebrate the Kid/Biz Binary</td>
<td>Brian Savage, Event Manager, Salt Palace, Salt Lake City; Shelley Ellis, General Manager, Visalia Convention Center</td>
<td>A session taught by Jim Bates on the importance of incident response, documentation and follow-up. Will review the full cycle of incident readiness, response, processing, and Legal proceeding preparation. A mix of thought provoking instructional information and real life examples. Learning to celebrate the Kid/Biz Binary. Hear from two parents in the biz as they discuss their experience (good and bad) and open the floor to each of you???</td>
<td>ABI Inc</td>
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<td>Room 5</td>
<td>Behind the Velvet Rope</td>
<td>Moderator: Alexandra Williams, Sr. Manager for, Events, Microsoft Theater; Panelists: Amanda Loucks, Senior Sales Manager, Marriott International; Faben Alula, LinkedIn Content Marketing Manager, Brand Marketing Events; Stephen Cashmere, Producer, Brave New Media (EMMY Awards); Spencer Knox, Production Coordinator, Anchor Street Collective</td>
<td>Refining the VIP Experience from Atmosphere to Impact. Keeping your venue on trend with leaders in the special event, hotel, brand activation and tech industry.</td>
<td>Stage Right</td>
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<td>8:30 AM</td>
<td>Ballroom 6B</td>
<td>Securing Events through Exceptional Focus, Performance and Control in Extreme Situations (Situational Awareness)</td>
<td>Mark Herrera, Director of Education, International Association of Venue Managers</td>
<td>Augmenting situational awareness and mitigating risk through guest Service Interjection by providing the tools to increase observational capabilities of anonymously behavior and identifying behavioral patterns not conducive to the environment. Establishing mental preparation, response, and mitigation to Environmental Threats. Employees, Key Stakeholders and will receive the tools of survival by learning to scan the environment and sense danger, challenges, and opportunities, while maintaining the ability to conduct normal activities.</td>
<td>BEW/ NECA</td>
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<tr>
<td>10:15 AM</td>
<td>Room 11</td>
<td>Connecting Community With Your Venue</td>
<td>Barbara Cosio Moreno, Executive Director of Communications &amp; Outreach; Rita de la Fuente, Public Affairs Manager; Hailey Adams, Sr. Graphic Design &amp; Brand Manager; Geri Koenig, Visual &amp; User Experience Designer; Alec Church, Communications Content Specialist all of the San Diego Convention Center</td>
<td>On the outside, our venues can appear to be cold, massive concrete structures. How do you humanize your facility and tell the story of the everyday heroes who bring it to life from the inside? The San Diego Convention Center’s Communications Department will share strategies that connect your community with a venue while showcasing its value.</td>
<td>ESCA</td>
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<td>2:00 PM</td>
<td>Room 5</td>
<td>Safe and Secure: Inside and Out</td>
<td>Brian Hicks, PE, RCDD, MBA, President, BNA Consulting; Todd Jorgensen, VP of Sales &amp; Marketing, Identi Solutions; Greg Davidson, Director of Sales, Calpipe Security Bollards</td>
<td>Hear from the experts about new tools, both high tech and low tech, available to venue managers to maximize venue security inside and out.</td>
<td>BNA</td>
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<td>11:30 AM</td>
<td>Room 11</td>
<td>Making The Most of Your Promotion: Supervisor to Manager</td>
<td>Eboni Wilson, Director of Guest Services, T-Mobile Arena, Las Vegas; Andrew Shreve, Director of Business Development, The Cow Palace, Daly City, CA and Shelley Ellis, General Manager, Visalia Convention Center</td>
<td>Come along with us as we discuss being a young supervisor and supervising your elders, friends and those who were formally colleagues at the same level. We will also chat about tips for garnering respect as young professionals in a large multi-faceted workplace, delegation, and typical pitfalls to watch out for.</td>
<td>ALSICO</td>
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<tr>
<td>2:00 PM</td>
<td>Room 5</td>
<td>Maximizing the Guest Experience</td>
<td>Moderator: Amber Watts, Sr. Director, Guest Services at STAPLES Center; Stacey Gregg, Guest Experience Professional at Venue Solutions Group; Stephen Sanchez, Director, Security &amp; Public Safety at Segerstrom Center for the Arts; Kameron Durham, VP, Guest Experience at Los Angeles Stadium &amp; Entertainment District</td>
<td>The goal of this panel is to explore ways to enhance the patron experience and to identify what makes great guest service. Hopefully these discussions can motivate our audience to create new programs or trainings that aid in maximizing the guest experience.</td>
<td>Forum Info-Tech</td>
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<td>3:15 PM</td>
<td>Room 11</td>
<td>Working with Student Workers</td>
<td>Jamie McNally, Event Coordinator, Viejas Arena and Cal Coast Credit Union Open Air Theatre, San Diego State University; Jacky Eschelby, Exhibits Director, San Diego County Fair Students workers: Andrew Macias, House Manager, Viejas Arena; Samantha Lopez, Event Staff Supervisor, Cal Coast Credit Union Open Air Theatre, San Diego</td>
<td>Whether you work with a university, stadium or arena, if you hire part-time student workers, this discussion is for you. You’ll hear from industry experts on tips to recruiting and hiring the best student workers. You’ll also hear from students on what they look for in part-time employment and supervisors.</td>
<td>Ticketforce</td>
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<tr>
<td>4:15 PM</td>
<td>Room 7</td>
<td>Marketing, Ticketing &amp; Sales Town</td>
<td>Richard Andersen, CVE, Chief Illumination Officer (CIO) Venue Solutions Group</td>
<td>Typically, when venue managers talk to me about how their employees are performing I’ll hear things like “they don’t seem to understand what we are trying to do,” or “they lack the motivation and enthusiasm we were hoping for.” Or, “I can’t even get some of them to get along with each other, much less really look out for our guests.” If any of these resonate with you or you would just like to pick up a few fresh ideas about cutting-edge techniques for employee engagement, join Richard Andersen of VSG for this interactive, fun and enlightening opportunity to Make Your Message Stick</td>
<td>Revel TV</td>
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<td>3:15 PM</td>
<td>Room 5</td>
<td>When fire hits the fan, what to do when disaster strikes</td>
<td>Daniel DeSousa, Director of San Diego County Department of Animal Services, Jody Lake, CVE, Director of Event &amp; Sport Facilities for Weber State University, Pat Kerins, Public Safety Director at the Del Mar Fairgrounds, Tiffany Allen-Potter, Sr., Homeland Security Coordinator for the City of San Diego Office of Homeland Security</td>
<td>Hear from county, state, and universities officials on how to prepare your venue for when and if you become an evacuation center</td>
<td>Stage Right</td>
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<tr>
<td>4:15 PM</td>
<td>Room 11</td>
<td>Beyond Sustainability: A Holistic, Community-based Approach to Saving the World!</td>
<td>Bart Allen, Assistant General Manager &amp; Brian Savage, Event Manager, The Salt Palace Convention Center</td>
<td>Join Brian Savage and Bart Allen from The Salt Palace Convention Center as they discuss their venue’s incorporation of the UN Sustainable Development Goals.</td>
<td>Schuler Shook</td>
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**TOWNHALL ROUNDTABLE DISCUSSIONS** Choose from one of five townhalls based on your area of interest. This is a chance to meet others in your field as well as to get your most urgent questions answered by venue management professionals who face the same challenges.