

SUNDAY JUNE 23 PM



**SEAT**  
LAS VEGAS  
June 23-26 2024 Resorts World, Las Vegas

**SEAT 101**  
New Attendees  
Sunday June 23  
5:30PM - 6:00PM  
Collect your badge from 3pm  
Presented by  
**boingo**

#SEATLV2024

## [New to SEAT?](#)

Grab your badge and get networking.  
You'll be greeted by SEAT Steering Committee members.



**SEAT**  
LAS VEGAS  
June 23-26 2024 Resorts World, Las Vegas

**WELCOME RECEPTION**

Sunday June 23  
6:00PM - 8:00PM  
Collect your badge from 3pm  
Presented by  
**boingo**

#SEATLV2024

## [SEAT Welcome Reception](#)

Reconnect with SEAT friends, colleagues and executives across  
the sports entertainment industry.

**MONDAY JUNE 24 AM**

When	Track	Title	Speakers
Mon 24 Jun 9:00 - 9:45	VENUE TECH & SECURITY	World Cup 2026: Setting New Standards in Fan Experience	Monica Paul - Executive Director - Dallas Sports Commission
	DIGITAL, SPONSORSHIP & TICKETING		
	DATA & BI		
	FAN EXPERIENCE		
Mon 24 Jun 10:01 - 10:45	VENUE TECH & SECURITY	Wifi 6e: Chase Center Building From the Ground up	Brian Fulmer - GSW, Jeff Weaver - HPE Aruba
Mon 24 Jun 10:01 - 10:45	DIGITAL, SPONSORSHIP & TICKETING	Digital signage network that monetizes	Lee Summers - CRI, Michael Baez - Tripleplay, Nguyen Nguyen - Canucks
Mon 24 Jun 10:01 - 10:45	DATA & BI	Strategic Goal Mapping	Jenna Jarin - FanReach
Mon 24 Jun 10:01 - 10:45	FAN EXPERIENCE	The Golden Standard: Designing Premier Fan Experiences with the Vegas Golden Knights	Eric Tosi - CMO, Stephanie Rogers - VP of Marketing Golden Knights
Mon 24 Jun 11:01 - 11:45	VENUE TECH & SECURITY	How Private Wireless Networks are enabling media ready stadiums for communications and broadcasting.	Todd Landry - Corporate Vice President, Product and Market Strategy - JMA, Michael Mason - President - CP Communications, Nikos Kyriopoulos, VP of Product & Technology Strategy – HaiVision
Mon 24 Jun 11:01 - 11:45	DIGITAL, SPONSORSHIP & TICKETING	Revolutionizing Game Day: How AI-Driven Concessions Transform the Fan Experience	Richard Wallace - Head of Sales & Account Management - Aifi, Joe Jorczak - Head of Global Revenue - Aifi
Mon 24 Jun 11:01 - 11:45	DATA & BI	The perfect marriage: innovative sponsorships and the data to back it up	Alex Kerr - Founder & CEO, Trajektory, Dylan Boehm Diesko - Sr. Manager, Strategy & Growth, Trajektory, Jason Smith - Founder & CEO, SponsorCX, Kevin Giambi - Marketing Manager, Inova Health, Samia Mahjub - VP Business Strategy, Boston Bruins
Mon 24 Jun 11:01 - 11:45	FAN EXPERIENCE	Embedded Strategy & Analytics: How the New York Mets Built a Business Strategy and Analytics Group	Aaron Roseman - Director of Strategy - New York Mets, Bailey Kaston - Director, Revenue Innovation & Strategy - New York Mets.

**MONDAY JUNE 24 PM**

When	Track	Title	Speakers
Mon 24 Jun 1:01 - 1:45	VENUE TECH & SECURITY	Digital and Sustainable: How approach connectivity for the new wave of Stadiums	Thierry Chau, Vice President, WW Market Development, CommScope, Matthew Almand, CTO and CIO of Texas A&M University, Michael Peck, Co-Founder, Aspen Venue Partners
Mon 24 Jun 1:01 - 1:45	DIGITAL, SPONSORSHIP & TICKETING	Unlock the potential of Digital Menu Boards	Amanda Starr - VP Content Strategy, Roderick Glass - EVP Biz Dev
Mon 24 Jun 1:01 - 1:45	DATA & BI	Maximizing Sponsorship Success: The Critical Role of CRM in Managing Sponsorship Data	Jason Smith - CEO, Alex Kerr - CEO, Zack Burleson - Director of Partnership Development - Churchill Downs Racetrack, Diana LePore - VP of Marketing - Van Wagner
Mon 24 Jun 1:01 - 1:45	FAN EXPERIENCE	Bringing to together Fan Experiences	Panel with all three participants from earlier
Mon 24 Jun 2:01 - 2:45	VENUE TECH & SECURITY	Crowd Analytics & Dynamics: Transforming Venue Operations and Fan Experience	Verlin Youd - SVP - Ariadne, Jonathan Tavernari, Senior Solutions Executive, Ariadne
Mon 24 Jun 2:01 - 2:45	DIGITAL, SPONSORSHIP & TICKETING	Doors Open, Now What? The Next-Gen Fan Experiences Driving Real-Time Revenue	Anubhav Mehrotra - Head of Product, Data & Fan Engagement - Live Nation Entertainment, Derek Ball - CEO - atVenu, Darshan Kaler - CEO - Tradable Bits
Mon 24 Jun 2:01 - 2:45	DATA & BI	Using Analytics to Drive Real Business Outcomes	Nikhil Morar LA Lakers, Rich Barbier New Orleans Saints/Pelicans, Erin Forsyth - Miami Heat, Josh Meek Tampa Bay Lightning
Mon 24 Jun 2:01 - 2:45	FAN EXPERIENCE	Case Study in Community with Bohemian F.C.	Geoff Wilson - Global Sports Strategist
Mon 24 Jun 3:01 - 3:45	VENUE TECH & SECURITY	Virtual Reality Meets Reality: Digital Twins and the Future of Fan Interaction	Paul Foster - Founder, OnePlan, David Jones - CIO, AEG
Mon 24 Jun 3:01 - 3:45	DIGITAL, SPONSORSHIP & TICKETING	Direct to Fans: Navigating the New Era of Sports Broadcasting	Scott Horowitz, CEO, Vision Insights, Kris Knief - Vice President, Strategy and Innovation - Foley Entertainment, Lindsay Amstutz - President, Media nd Partnerships, - Playfly
Mon 24 Jun 3:01 - 3:45	DATA & BI	Game Changer: The Impact of AI on the Future of Sports	Shawn Jett - General Manager - Sports, Media & Entertainment - Cisco
Mon 24 Jun 3:01 - 3:45	FAN EXPERIENCE	Building from Community	Panel with community content from earlier
Mon 24 Jun 4:00 - 4:45	VENUE TECH & SECURITY	Optimizing Mobile Experiences for Fans	Kevin Wittnebert, Director Venues, Sports and Entertainment, Extreme Networks, Jill Miller, Managing Director Sports and Entertainment, Johnson Controls, Kris Knief, VP of Strategy and Innovation, Foley Entertainment Group
Mon 24 Jun 4:00 - 4:45	DIGITAL, SPONSORSHIP & TICKETING	What is the Anatomy of a Good Tech Partnership?	Jarrett Nobles - Vice President, Global Partnerships - Monumental Sports & Entertainment, Dustin Alpert - Head of Sports & Entertainment - Shift4, Scott Erdmann - Sr. Director, Corporate Partnerships Sales - Las Vegas Raiders
Mon 24 Jun 4:00 - 4:45	DATA & BI	Fan360: Data Driven 1 to 1 Fan Personalization	Kyle Burkhardt - SVP, Strategy - Dallas Mavericks, Nick Makarov - Director, Insights & Analytics- Austin FC, Jackie Slope - VP, Data Analytics & BI
Mon 24 Jun 4:00 - 4:45	FAN EXPERIENCE		

MONDAY JUNE 24 PM



## [The Neon Museum](#)

An audiovisual immersive experience Brilliant! Jackpot, created by artist Craig Winslow, redefines how we explore Las Vegas's STORY.

**TUESDAY JUNE 25 AM**

When	Track	Title	Speakers
Tue 25 Jun 9:00 - 9:45	VENUE TECH & SECURITY	All Stars line up- Why the Best of the Best use JMA Wireless for delivering fan connectivity.	Katee LaPoff - CTO - Oak View Group, Todd Landry - Corporate Vice President, Product and Market Strategy - JMA, Matt Pasco - Vice President, Information Technology - Las Vegas Raiders, Dr. Derek Peterson - CTO - Boingo Wireless, Moderated by Sean Callanan, Sports Geek
	DIGITAL, SPONSORSHIP & TICKETING		
	DATA & BI		
	FAN EXPERIENCE		
Tue 25 Jun 10:01 - 10:45	VENUE TECH & SECURITY	The future of DAS and telco partnerships	Fran Finnegan, Vice President, Managed Networks at American Tower, Ana Hemmert, Director, Technology Procurement DAS at T-Mobile, Cameron Dunn, Assistant Vice President, In-Building Solutions at AT&T
Tue 25 Jun 10:01 - 10:45	DIGITAL, SPONSORSHIP & TICKETING	Delivering on the Personalization Promise	John Coombs - Rover, Matt Ship - Bucks, David Griffin - Raiders
Tue 25 Jun 10:01 - 10:45	DATA & BI	Maximizing Revenue: AI and Data Visualization for Sports Teams	Aaron Edell, Senior Vice President, AI & Innovation, Wasabi Technologies
Tue 25 Jun 10:01 - 10:45	FAN EXPERIENCE	Facing the future of Fan Experience	Brandon Covert, VP, Information Technology, Cleveland Browns, Jeff Boehm, CMO, Wicket
Tue 25 Jun 11:01 - 11:45	VENUE TECH & SECURITY	WIFI 7 Purpose Built Networks: How AI Enabled WIFI 7 Solutions will change connectivity in Large Venues	Alessandro Feitosa, Senior Director, Large Public Venues, CommScope, Dr. Derek Peterson – CTO, Boingo Wireless, Robert Rice – VP of IT, Portland Timbers, Okpara Young – Sr. Director of IT and Telecommunications, Houston Rockets
Tue 25 Jun 11:01 - 11:45	DIGITAL, SPONSORSHIP & TICKETING	Unlocking Opportunities: Innovations and Trends in the Secondary Ticket Market	Patrick Ryan - Managing Director - Eventellect, Chris Barney - CCO - Utah Jazz
Tue 25 Jun 11:01 - 11:45	DATA & BI	DATA & BI Roundtable (Teams & Venues Only)	Teams & Venues attendees
Tue 25 Jun 11:01 - 11:45	FAN EXPERIENCE	Heartstrings & High Fives: Tapping into Emotion for Fan Engagement	Stacy McGranor - Director, CX Strategy - San Jose Sharks, Renee Siuta - Vice President, Customer Success & Engagement - ASM Global, Tim Barber - Chief Commercial Officer - EngageRM

**TUESDAY JUNE 25 PM**

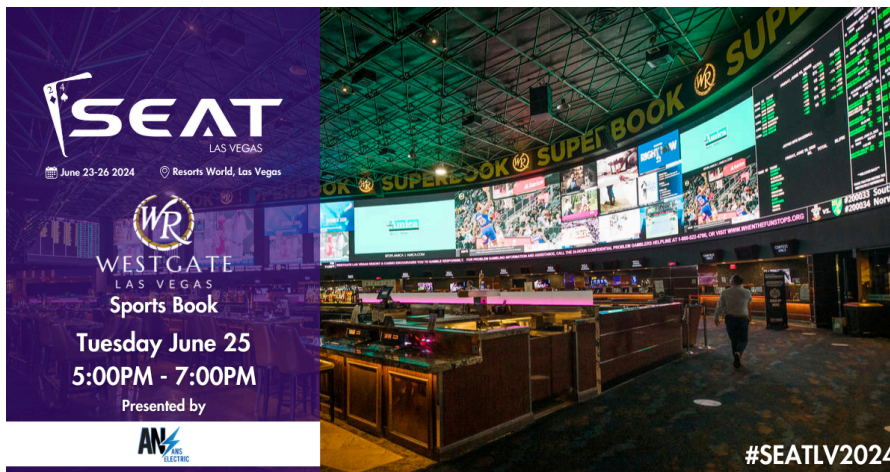
When	Track	Title	Speakers
Tue 25 Jun 1:01 - 1:45	VENUE TECH & SECURITY	Scalable Technology Solutions	Ford Galvin VP Data & Strategy - KC Current, Bill Anderson President - AmpThink
Tue 25 Jun 1:01 - 1:45	DIGITAL, SPONSORSHIP & TICKETING	Innovating Premium Experiences	Jessica Gaffney - CEO - Wavework
Tue 25 Jun 1:01 - 1:45	DATA & BI	The Modern Fan Experience	Domenick Di Minni - Account Executive Fan Experiences - Qualtrics
Tue 25 Jun 1:01 - 1:45	FAN EXPERIENCE	Empowering Every Fan: The Role of Technology in Creating Inclusive Experiences	Dan Scarfe - CEO - Xrai, Jordan Rutner - Director, Analytics - Sports Innovation Lab, Darrell Booker -
Tue 25 Jun 2:01 - 2:45	VENUE TECH & SECURITY	Breakthroughs in Access Control	Robert Rice - VP of IT - Portland Timbers, Lisa Johnson - Business Development & Solutions - SKIDATA, Dani Crain - Director of Implementation, Parking & Mobility - Oak View Group
Tue 25 Jun 2:01 - 2:45	DIGITAL, SPONSORSHIP & TICKETING	Harnessing The Power of Tech to Unlock True Fandom	Brent Kocher - CCO - Komo, Doug Lyons - SVP of Marketing & Communications - Leap, Chris D'Lando, Events Manager - ReedPop
Tue 25 Jun 2:01 - 2:45	DATA & BI	Beyond the Venue: Streamlining Operations & Finding Efficiencies at Scale	Josh Walker, CEO & Co-Founder, Sports Innovation Lab (moderator), Andy Hook, Market Strategy Lead on F/B, Oracle, Aaron Roseman, Dir Business Strategy, NY Mets
Tue 25 Jun 2:01 - 2:45	FAN EXPERIENCE	Game-Changing Tech: Transforming Fan Experiences in Sports	Jennifer Hinkle, VP, Marketing for the Houston Dynamo and Dash, Will Misselbrook - Chief Creative Officer - LA Galaxy
Tue 25 Jun 3:01 - 3:45	VENUE TECH & SECURITY	Betting on Success: Lessons on Building Sports Books	Marc Guarino - VP of Technology - ANS Electric, Connie Klug - VP of Communications and Business Development - ANS Electric
Tue 25 Jun 3:01 - 3:45	DIGITAL, SPONSORSHIP & TICKETING	We're Cooking Live: Gamifying fan experiences and partnerships	Daniel Housely - Lead Developer, Digital Experiences @ MLSE, Nic Bradford - Lead Designer, Digital Experiences @ MLSE, Lenny Goh - VP Partnerships @ Tradable Bits
Tue 25 Jun 3:01 - 3:45	DATA & BI	DATA & BI Roundtable (Teams & Venues Only)	Teams & Venues attendees
Tue 25 Jun 3:01 - 3:45	FAN EXPERIENCE	Game-Changing Tech: Transforming Fan Experiences in Sports	Scott Warner - CEO - Gigg, Adam Reader - Professor of Rock, Paul Jarman - Chairman - Gigg
Tue 25 Jun 4:00 - 4:45	VENUE TECH & SECURITY	One Space, Many Faces: The Rise of Multiuse Facilities and Entertainment Districts	Bryan Bedford - Global Industry Director: Retail, Hospitality, Sports, Media and Entertainment - Cisco
Tue 25 Jun 4:00 - 4:45	DIGITAL, SPONSORSHIP & TICKETING	Innovating Engagement: The Future of Entertainment Districts and Mobile Technology in Sports & Entertainment	Josh Walker – CEO, Co-Founder Sports Innovation Lab (moderator), Lindsay St. Lawrence, VP Product Solutions, Venuetize/Everi, Patrick Hooper, Director of Digital Experiences and Integrated Marketing, San Jose Sharks
Tue 25 Jun 4:00 - 4:45	FAN EXPERIENCE	Connecting Fans Globally: The Launch of LAFC Gold	DJ Brown - Co-Founder - Dropt, Nathan Schlatter - Director, Global Partnerships - Los Angeles Football Club

**TUESDAY JUNE 25 PM**



**OmegaMart**

Get lost in (and beyond) aisles of whimsical products and difficult spills at Omega Mart. This exhibition invites “shoppers” to explore beyond the store and uncover interactive artscapes from local and international artists.



**Westgate Sports Book**

Meet Jay Kornegay and experience high-action entertainment at the best Race & Sports Book in Las Vegas. The "Best of Las Vegas" Race & Sports SuperBook is the largest in the world!

**WEDNESDAY JUNE 26 PM**



## [Jamaica vs Ecuador Copa America](#)

Allegiant Stadium will host its first match between Jamaica and Ecuador on Wednesday, June 26, 2024

## Have you got this far but are not yet registered?

[Secure your spot now](#), and connect with industry peers at [#SEATLV2024](#).

We'll see you at Resorts World on Sunday, June 23, at the Welcome Reception.

Once registered, please RSVP to our evening events via the links above and in the SEAT app ([Apple](#) or [Android](#))

[Register now for \\$899](#)

*[Discounts apply when booking multiple attendees](#)*