

## SUNDAY JUNE 29



### New to SEAT?

Grab your badge and get networking.  
SEAT Steering Committee members will greet you.

### SEAT Welcome Reception

Reconnect with SEAT friends, colleagues, and executives across the sports entertainment industry at our Welcome Reception at Bridgestone Arena, which American Tower presents.

## MEET THE STEERING COMMITTEE

Our steering committees have designed SEAT 2025. Developing content and sessions relevant to each track.



**SEAT 2025**  
PRESENTED BY JMA  
**STEERING COMMITTEE**  
VENUE TECHNOLOGY & SECURITY

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DAVID PAYNE	J.P. WILLIAMS	OKPAPA YOUNG	JOSH BARNEY

**SEAT** June 29 - July 1 2025 SEATConference.com  
OMNI Nashville #SEAT2025



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PRESENTED BY JMA  
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DATA & BUSINESS INTELLIGENCE

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JAKE RADELET	RICH BARBIER	TANNER FRANKLIN	KYLE BURKHARDT
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**STEERING COMMITTEE**  
DIGITAL, SPONSORSHIP & TICKETING

BRIAN COSTELLO	LAUREN LAMBS	BOBBIE WALKER	G.M. CIALLELLA
LENNY GOH	PATRICK HOOPER	JARRET NOBLES	
ZACH BURLISON	SEAN CALLANAN	JOSH BARNEY	

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**SEAT 2025**  
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**STEERING COMMITTEE**  
FAN EXPERIENCE

CHRIS FREET	RENEE SUITA	STACY MCGRANOR
AUSTIN REED	KAMI TESTA	JOSH BARNEY

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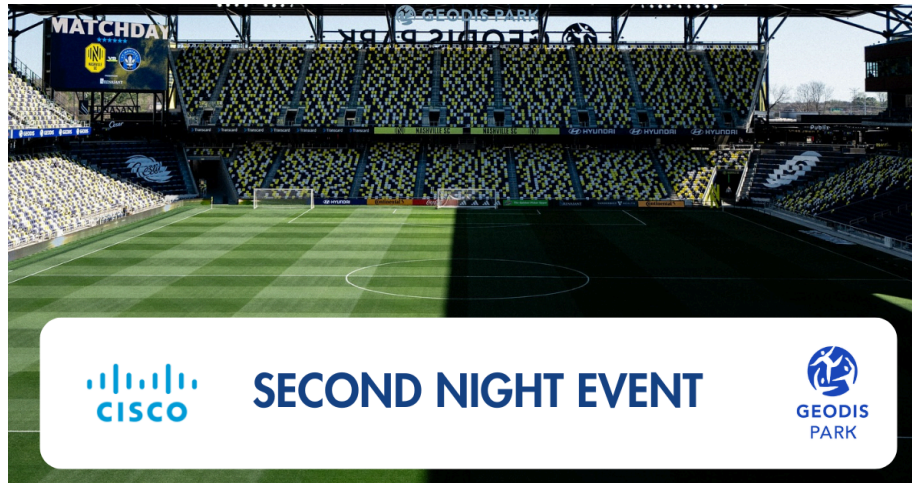
## MONDAY JUNE 30

When	Track	Title	Description	Speakers
Mon 30 Jun 08:00 - 08:50		Breakfast		
Mon 30 Jun 08:45 - 09:00	ALL	SEAT Welcome	Josh Barney introduces SEAT 2025	
Mon 30 Jun 09:00 - 09:45	ALL	Beyond the Sidelines: Inside the Bills' Stadium Tech Revolution	This session takes you behind the scenes of the Bills' groundbreaking new stadium in Buffalo, NY and explores its technology transformation. This session uncovers how the Bills are revolutionizing the fan experience through innovative tech solutions, enhanced connectivity, and cutting-edge stadium features. Learn about the challenges, successes, and future plans that are shaping one of the NFL's most ambitious stadium projects.	Shaun Handley (Buffalo Bills), Patrick Gibbons (Legends), Fernando Perez (JMA)
Mon 30 Jun 10:00 - 10:45	VENUE TECH & SECURITY	IOT Solutions for enabling a Smart Venue	This session explores how IoT technologies are revolutionizing venue operations through advanced connectivity solutions. Learn how DAS and private wireless networks are enabling real-time data integration, streamlining operations, and enhancing the fan experience—all essential elements in the evolution of smart venues.	Brian Gorney (Verizon), , Kim Rometo (Atlanta Hawks), Janette Smrcka (SoFi Stadium), Andrew McIntyre (Tennessee Titans)
Mon 30 Jun 10:00 - 10:45	DIGITAL, SPONSORSHIP & TICKETING	Around the Horn of Gameday	A points-scoring, debate-style session where digital, marketing, and partnership pros tackle hot takes on gameday content. Panelists share experienced opinions on what's working, what's not, and where content strategy is headed on gamedays—from creation to monetization. Expect bold insights, real-world experience, and plenty of spirited takes.	Patrick Hooper (San Jose Sharks), Dan LaTorraca (Zoomph), Alex Kopilow (New York Mets), Missy Zielinski (Indiana Pacers & Indiana Fever)
Mon 30 Jun 10:00 - 10:45	DATA & BI	Data and technology challenges and how to overcome them	Hear from the Miami Dolphins on some of the obstacles and limitations they were facing with their data and technology platforms, the journey they went on with Engaging.io in a quest to bench those obstacles and recruit technology that is now seeing them WIN with their fans.	Todd McPhee (Engaging.io), Melissa Erickson (Engaging.io), Tanner Franklin (Miami Dolphins)
Mon 30 Jun 10:00 - 10:45	FAN EXPERIENCE	Data, Fan Journeys & The Evolution of Both	A candid conversation about the meaning of "Fan Journeys," how they impact fan experience, and how data can best be in service of both.	Scott Kornfield (Wolfcycle), Frank Batres-Landaeta (Sabres), Stacy McGranor (San Jose Sharks)
Mon 30 Jun 11:00 - 11:45	VENUE TECH & SECURITY	Round Tables	Teams & Leagues only	
Mon 30 Jun 11:00 - 11:45	DIGITAL, SPONSORSHIP & TICKETING	Round Tables	Teams & Leagues only	
Mon 30 Jun 11:00 - 11:45	DATA & BI	Round Tables	Teams & Leagues only	
Mon 30 Jun 11:00 - 11:45	FAN EXPERIENCE	Round Tables	Teams & Leagues only	
Mon 30 Jun 12:00 - 12:45	ALL	Bridgestone Arena Fireside Chat	Join these industry leaders as they share insights on venue operations, event management, and innovative technologies transforming the live entertainment experience at Bridgestone Arena.	David Kells (Bridgestone Arena), Charles Curran (American Tower)
Mon 30 Jun 13:00 - 13:50		LUNCH		

Mon 30 Jun 14:00 - 14:45	VENUE TECH & SECURITY	Smart Venues, Smarter Fans: Personalizing the Game Day Journey	Experience the future of venue navigation as industry leaders discuss innovative solutions for guiding fans seamlessly through modern sports and entertainment facilities. From mobile wayfinding to digital signage integration, discover how smart navigation technologies are revolutionizing the guest experience while improving operational efficiency.	Brian Thomas - LAFC, Bianca Gonzalez-Schulte - NASCAR, Paul McConnell - Noble, Jason Hutty (PAM)
Mon 30 Jun 14:00 - 14:45	DIGITAL, SPONSORSHIP & TICKETING	Nashville Predators - Technology, Revenue & Retention	In this session, members of the Nashville Predators Senior Leadership team will delve into their methods of employing technology to cultivate revenue growth and strengthen retention.	Dionna Widder (Nashville Predators), Laith Yasiri (Nashville Predators), Robin Lee (Nashville Predators), Zach Sugarman (Two Circles)
Mon 30 Jun 14:00 - 14:45	DATA & BI	AI Tools	AI tools can analyze large datasets to identify key patterns and behaviors, helping teams create detailed, data-driven fan personas. By leveraging machine learning, organizations can build more accurate profiles that evolve in real time as fan engagement and preferences shift.	Jeroen van den Bergh (UFL), Becky Heller (Elevate)
Mon 30 Jun 14:00 - 14:45	FAN EXPERIENCE	The Role of AI in Managing Human Experiences	Leveraging AI is allowing sports organizations and leading companies in other industries to listen more effectively, interpret feedback, and orchestrate action taking.	Jessie Stidham (Qualtrics), Renée Siuta (ASM Global), Michael Hamilton (Qualtrics)
Mon 30 Jun 15:00 - 15:45	VENUE TECH & SECURITY	The Future of Data Centers	Our goal is not to deliver a vendor pitch but to facilitate a meaningful conversation among thought leaders about issues that matter to the SEAT community. We aim to create an interactive session that encourages questions and audience engagement.	Jim Poole (American Tower), Adam Haskin (Oak View Group), Andrew McIntyre (Tennessee Titans)
Mon 30 Jun 15:00 - 15:45	DIGITAL, SPONSORSHIP & TICKETING	Off the Rate Card: Unlocking 'Secret Menu' Partnerships	How top teams are moving beyond traditional rate card deals to create custom, innovative partnerships that deliver unique value. Think of these as "secret menu" sponsorships, the kind of bespoke activations that aren't on any printed price list but make a big impact for both sides.	Lenny Goh (Tradable Bits), Ron Li (Phoenix Suns), Maggie Drysch (St. Louis Blues), Travis Misner (Playfly)
Mon 30 Jun 15:00 - 15:45	DATA & BI	Spotlight or Sideshow: Inside the All-Star Game Equation	Behind the marquee moments: how clubs and leagues use data to elevate fan experience, drive sponsor value, optimize event operations, and envision what's next. Leveraging data to enhance the fan experience, maximize partnerships, and improve operational efficiencies for marquee events. Includes discussions on ticketing, fan insights, and sponsorship activation.	Nick Makarov (Austin FC), Jake Radelet (Texas Rangers), Gabby Wells (DC United), Aileen Berran (NHL), Vince Ruffino (Indiana Pacers & Indiana Fever)
Mon 30 Jun 15:00 - 15:45	FAN EXPERIENCE	Houston Livestock and Rodeo	The largest ticketed event in the US. There are nearly 3M people who come to the event over 20 days. They have a livestock show, carnival, rodeo, concerts, food competitions, and shopping.	Jenna Jarin (FanReach), Amanda Caffey (Houston Livestock Show and Rodeo), Aynav Leibowitz (Houston Livestock Show and Rodeo)
Mon 30 Jun 16:00 - 16:45	ALL	A Lifetime of Lessons in Technology	SEAT OGs share what they've learned and how they have helped each other over the years.	Katee LaPoff (Oak View Group), Steve Reese (Phoenix Suns), Tod Cafilisch (LOVB), Sean Callanan (Sports Geek)



**MONDAY JUNE 30**



**JOIN US AT GEODIS PARK**

This signature evening event will bring together sports and entertainment technology leaders for an unforgettable night of networking, music, and innovation. As a global technology leader with deep roots in sports and entertainment infrastructure, Cisco demonstrates its continued commitment to driving the future of connected venues and immersive fan experiences through this sponsorship with SEAT.

## TUESDAY JULY 1

When	ALL	Title	Description	Speakers
Tue 01 Jul 08:00 - 08:50		Breakfast		
Tue 01 Jul 09:00 - 09:45	ALL	From Hits to Heartbeats: Converting Viral Moments into Meaningful Data	Explore how data and technology are shaping the modern music industry — from streaming and social virality to first-party fan strategy and live event application. This panel brings together leaders across artist management, marketing, ticketing, and industry strategy to unpack how the business of music is evolving and where it overlaps with the world of sports. Attendees will gain a behind-the-scenes look at how artists build brands, connect with fans, and navigate a fast-changing digital landscape.	Ed Rivadavia (MTheory), Emilie Gilbert (G Major Management), Justin Andrews (Peachtree Entertainment), Michael Farris (Country Music Association)
Tue 01 Jul 10:00 - 10:45	VENUE TECH & SECURITY	Leveraging Digital Signage for Fan Engagement & Financial Impact	Discover innovative strategies for maximizing revenue through digital signage and IPTV systems in sports and entertainment venues. This session explores how modern venues leverage digital displays to create dynamic advertising opportunities, enhance fan engagement, develop new revenue streams and measuring ROI on digital infrastructure investments.	Dawna Howe (Vancouver Canucks), Paulo Castellanes (Vancouver Canucks)
Tue 01 Jul 10:00 - 10:45	DIGITAL, SPONSORSHIP & TICKETING	Turning Data into Strategy: The Power of Unified Data (COMBINED)	This presentation brings together two organizations using CDP's successfully. Designed for analytics and marketing teams as these two departments are growing more and more integrated to develop better, more advanced and personalized marketing strategies. You will hear from a leader from both departments on how they are using CDPs, examples of how they grew their usage and explore some successes they have seen along the way.	Dani Brown (OKC Thunder), Damien Arbuckle (NASCAR), Lauren Lambis (Orlando Magic)
Tue 01 Jul 10:00 - 10:45	DATA & BI	Turning Data into Strategy: The Power of Unified Data (COMBINED)	This presentation brings together two organizations using CDP's successfully. Designed for analytics and marketing teams as these two departments are growing more and more integrated to develop better, more advanced and personalized marketing strategies. You will hear from a leader from both departments on how they are using CDPs, examples of how they grew their usage and explore some successes they have seen along the way.	Dani Brown (OKC Thunder), Damien Arbuckle (NASCAR), Lauren Lambis (Orlando Magic)
Tue 01 Jul 10:00 - 10:45	FAN EXPERIENCE	Going Bananas	Every sports fan is fascinated with the Savannah Bananas, but what's it like to host them in your venue?	Jon Allen (Clemson), Chris Freet (WMT)
Tue 01 Jul 11:00 - 11:45	VENUE TECH & SECURITY	Round Tables	Teams & Leagues only	
Tue 01 Jul 11:00 - 11:45	DIGITAL, SPONSORSHIP & TICKETING	Round Tables	Teams & Leagues only	

Tue 01 Jul 11:00 - 11:45	DATA & BI	Round Tables	Teams & Leagues only	
Tue 01 Jul 11:00 - 11:45	FAN EXPERIENCE	Round Tables	Teams & Leagues only	
Tue 01 Jul 12:00 - 12:45	ALL	Big Apple Baseball, Big League Tech: The Mets' Technology Evolution	Explore the technological transformation of one of baseball's most iconic franchises, the New York Mets. This session will delve into how the Mets are leveraging cutting-edge technology to enhance both operations and the fan experience at Citi Field. Learn about the organization's journey in implementing new tech solutions, from advanced connectivity infrastructure to innovative fan engagement tools. Discover how the partnership between the Mets and JMA Wireless is setting new standards for technology integration in Major League Baseball venues.	Oscar Fernandez (NY Mets), Fernando Perez (JMA Wireless)
Tue 01 Jul 13:00 - 13:50		LUNCH		
Tue 01 Jul 14:00 - 14:45	VENUE TECH & SECURITY	Breaking Sound Barriers: How Bluetooth Auracast is Revolutionizing Assistive Audio in Stadiums	Enhancing the Hearing Assisted Systems in Your Venue	Kasey Kaumans (Listen Technologies), Chuck Sabin (Bluetooth SIG)
Tue 01 Jul 14:00 - 14:45	DIGITAL, SPONSORSHIP & TICKETING	The Power of AI	This keynote is designed to demystify artificial intelligence, highlight what's possible right now, and show how sports businesses can harness AI for impactful personalisation at scale. The session will include a live walkthrough of AI implementation, demonstrating how these tools can delight both fans and sponsors. The ultimate goal is to educate, remove fear, and provide clear first steps for developing an AI strategy.	Sean Callanan (Sports Geek)
Tue 01 Jul 14:00 - 14:45	DATA & BI	Everything Up For Discussion: CRM Style	This panel brings together CRM leaders across the sports business landscape to discuss strategy, structure, innovations, and long-term vision. Designed for practitioners and executives alike, the session will explore how CRM systems are leveraged to drive fan engagement, operational efficiency, and revenue across sports organizations.	Nikhil Morar (Los Angeles Lakers), Dani Brown (Oklahoma City Thunder), Destiny Castro (New York City FC), Tanner Franklin (Miami Franklin (Miami Dolphins)
Tue 01 Jul 14:00 - 14:45	FAN EXPERIENCE	Redefining The Fan Experience Through the Intersection of Technology and Design	Cosm, the leading experiential media and immersive technology company, is redefining the way fans experience live sports, immersive art, and experiential entertainment, by connecting and bringing people together through Shared Reality – an experience that merges a stadium-like atmosphere with a hyped-up crowd, elevated food and beverage options, and state-of-the-art visuals to make guests feel like they're sitting pitch-side at a Premier League match, courtside at an NBA game, swimming through the earth's iconic oceanic waves, and directly inside the world of some of the most classic films.	Tyler Washburn (COSM), Josh Barney (SEAT)

Tue 01 Jul 15:00 - 15:45	<b>VENUE TECH &amp; SECURITY</b>	Smart Venue Management	<p>This session will explore how security and operations teams are uniquely positioned to drive revenue through the fan experience. Using insights from multi-year studies—including research first presented at the MIT Sloan Sports Analytics Conference—we'll show how controllable factors like safety, service, and operational efficiency directly influence fan satisfaction and spend, regardless of win/loss outcomes.</p> <p>We'll share new data, including early findings from Real Salt Lake, that incorporate security into the fan value equation. Attendees will learn how to reframe their role from cost center to revenue driver, using metrics like Return on Experience (ROE) to communicate impact to executive leadership and prove ROI through data.</p>	Scott Ahlstrom (GuardIQ), Cameron Coughlan (Salt Lake Bees)
Tue 01 Jul 15:00 - 15:45	<b>DIGITAL, SPONSORSHIP &amp; TICKETING</b>	Thinking Outside the Box Office: Selling Tickets in Today's World	In an ever-changing landscape it's important to update strategies in selling tickets. Every team, venue, etc. wants to know what the secret sauce is for selling the most tickets possible. Join a panel of industry leaders as they share their ingredients for success including channels, campaign strategies, and more.	G.M Ciallella (Anaheim Ducks), Vince Ruffino (Indiana Pacers & Indiana Fever), Brittany Austin (Nashville Predators) + Jessica Sonquist (Maverick Nashville)
Tue 01 Jul 15:00 - 15:45	<b>DATA &amp; BI</b>	The Clippers' Vision: Designing Fan and Data-First Journeys at Intuit Dome	Go behind the scenes of one of the most technologically advanced venues in the world — the Intuit Dome — and explore how the LA Clippers are redefining the fan experience through a data-first approach. This session will showcase how the Clippers are leveraging real-time analytics, fan behavior insights, and intelligent infrastructure to create personalized, seamless journeys for every guest. From ticketing and wayfinding to in-seat ordering and loyalty, discover how data is powering decision-making across departments and delivering unmatched fan value. Learn how the Clippers are setting a new standard in venue intelligence and what it takes to operationalize data at every touchpoint.	Dustin Spangler (Teradata), Alex Meyer (LA Clippers)
Tue 01 Jul 15:00 - 15:45	<b>FAN EXPERIENCE</b>	Reimagining Fan Engagement Through AI – Beyond the Buzzwords	This panel brings together senior technology and commercial leaders to discuss how AI can unlock a new era of agile, scalable, and truly personalized fan engagement. This session will offer candid insights and lessons learned from real-world implementation across major sports and entertainment brands and properties.	David Jones (AEG), Brent Kocher (Komo), Chris Freet (WMT)
Tue 01 Jul 16:00 - 16:45	<b>ALL</b>	Trends in Venue Technology	Digital transformation of physical venues such as stadiums, arenas, and entertainment parks is accelerating globally due to fan expectations and advancements in technology. This session will explore next-generation ticketing and showcase use cases for data-rich service platforms.	Edison Barreto (InfoTech)



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Omni Nashville

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Tue 01 Jul 18:00 - 22:00	ALL	Country Music Hall of Fame Closing Night	We are thrilled to invite you to an unforgettable Closing Event on July 1st at the legendary Country Music Hall of Fame, hosted by The Joshua Tree Project, a 501(c)(3) charity committed to bringing accessible technology to those who need it most. This special evening will be filled with music, stories, and moments that will inspire and entertain!	
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Agenda as of **27 Jun 2025** may be subject to change.

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9  
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**TUESDAY JULY 1**



**COUNTRY MUSIC HALL OF FAME CLOSING NIGHT**

We are thrilled to invite you to an unforgettable Closing Event on July 1st at the legendary Country Music Hall of Fame, hosted by The Joshua Tree Project, a 501(c)(3) charity committed to bringing accessible technology to those who need it most. This special evening will be filled with music, stories, and moments that will inspire and entertain!

A huge thank you to our incredible presenting partners—The Country Music Association, Uniguest, Amptthink, and Peerless AV—for making this event possible.

Get ready for an authentic Nashville experience, hosted by the talented Lindsay Lawler.

## Tracks at a glance

Time	When	VENUE TECH & SECURITY	DIGITAL, SPONSORSHIP & TICKETING	DATA & BI
10:00	Mon 30 Jun 10:00 - 10:45	IOT Solutions for enabling a Smart Venue	Around the Horn of Gameday	Data and technology challenges and how to overcome them
11:00	Mon 30 Jun 11:00 - 11:45	Round Tables	Round Tables	Round Tables
14:00	Mon 30 Jun 14:00 - 14:45	Smart Venues, Smarter Fans: Personalizing the Game Day Journey	Thinking Outside the Box Office: Selling Tickets in Today's World	AI Tools
15:00	Mon 30 Jun 15:00 - 15:45	The Future of Data Centers	Off the Rate Card: Unlocking 'Secret Menu' Partnerships	Spotlight or Sideshow: Inside the All-Star Game Equation
10:00	Tue 01 Jul 10:00 - 10:45	Leveraging Digital Signage for Fan Engagement & Financial Impact	Turning Data into Strategy: The Power of Unified Data (COMBINED)	Turning Data into Strategy: The Power of Unified Data (COMBINED)
11:00	Tue 01 Jul 11:00 - 11:45	Round Tables	Round Tables	Round Tables
14:00	Tue 01 Jul 14:00 - 14:45	Breaking Sound Barriers: How Bluetooth Auracast is Revolutionizing Assistive Audio in Stadiums	The Power of AI	Everything Up For Discussion: CRM Style
15:00	Tue 01 Jul 15:00 - 15:45	Smart Venue Management	Nashville Predators - Technology, Revenue & Retention	The Clippers' Vision: Designing Fan and Data-First Journeys at Intuit Dome