

SUNDAY JUNE 23 PM

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



New to SEAT?

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

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



SEAT Welcome Reception

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



June 23-26 2024
Resorts World Las Vegas

[#SEATLV2024](#)
[SeatConference.com](#)

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 Las Vegas Golden Knights	Eric Tosi - CMO, Stephanie Rogers - VP of Marketing Golden Knights
Mon 24 Jun 11:01 - 11:45	VENUE TECH & SECURITY	How PWN are enabling media ready stadiums for communications and broadcasting.	
Mon 24 Jun 11:01 - 11:45	DIGITAL, SPONSORSHIP & TICKETING	Revolutionizing Game Day: How AI-Driven Concessions Transform the Fan Experience	
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, Trajectory, Dylan Boehm Diesko - Sr. Manager, Strategy & Growth, Trajectory, 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	The Embed Model: 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.



Agenda as of 3 Jun 2024 may be subject to change.

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MONDAY JUNE 24 PM

When	Track	Title	Speakers
Mon 24 Jun 1:01 - 1:45	VENUE TECH & SECURITY		
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
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 Dynamics: Transforming Venue Operations	Verlin Youd - SVP
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 - Tradeable 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		
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, 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, Ron Li, Head of Strategy and Growth, Phoenix Suns, Kris Knief - Vice President, Strategy and Innovation - Foley Entertainment
Mon 24 Jun 3:01 - 3:45	DATA & BI	Data Goldmine: Discovering New Revenue Streams	
Mon 24 Jun 3:01 - 3:45	FAN EXPERIENCE	Case Study in Community with Bohemian F.C.	Geoff Wilson - FIFA Consultant
Mon 24 Jun 4:00 - 4:45	VENUE TECH & SECURITY	Revolutionizing Transactions: Cutting-Edge Point of Sale Innovations	
Mon 24 Jun 4:00 - 4:45	DIGITAL, SPONSORSHIP & TICKETING	What is the Anatomy of a Good Tech Partnership?	Simon Ogus - Head of Sports Partnerships - Acronis, Jarrett Nobles - Vice President, Global Partnerships - Monumental Sports & Entertainment,
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	Building from Community	



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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.	
	DIGITAL, SPONSORSHIP & TICKETING		
	DATA & BI		
	FAN EXPERIENCE		
Tue 25 Jun 10:01 - 10:45	VENUE TECH & SECURITY	The future of DAS and telco partnerships	
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	Data-Driven Tactics: AI's Goal is to Enhance Fan Content Experience	
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		
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	Game Changer: The Impact of AI on the Future of Sports	
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

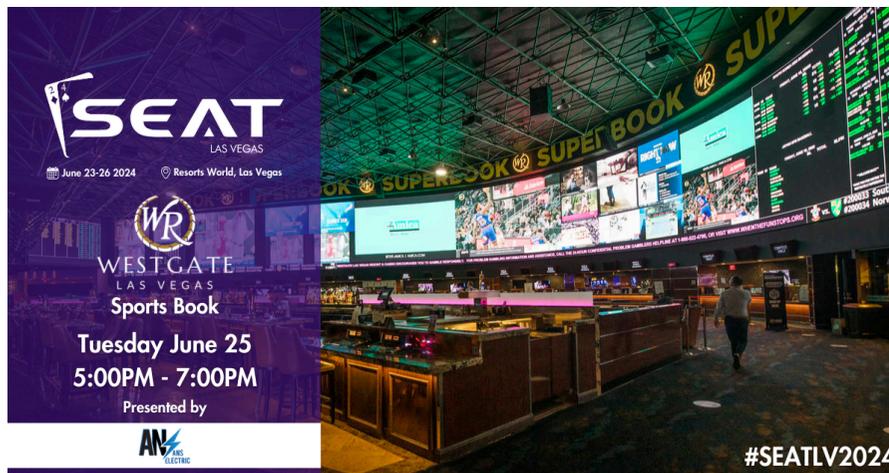
When	Track	Title	Speakers
Tue 25 Jun 1:01 - 1:45	VENUE TECH & SECURITY	Scalable Technology Solutions	Ford Galvin VP Data & Strategy - KC Current, Bill Anderson President - AmpThink
Tue 25 Jun 1:01 - 1:45	DIGITAL, SPONSORSHIP & TICKETING	Innovating Premium Experiences	Jessica Gaffney - CEO - Wavework
Tue 25 Jun 1:01 - 1:45	DATA & BI		
Tue 25 Jun 1:01 - 1:45	FAN EXPERIENCE		Dan Scarfe - CEO - Xrai, Jordan Rutner - Director, Analytics - Sports Innovation Lab
Tue 25 Jun 2:01 - 2:45	VENUE TECH & SECURITY	Sustainability in Security	Robert Rice - Director of IT - Portland Timbers, Lisa Johnson - Business Development & Solutions - SKIDATA
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		
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
Tue 25 Jun 3:01 - 3:45	VENUE TECH & SECURITY	Betting on Success: Lessons on Building Sports Books	TBD
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		
Tue 25 Jun 3:01 - 3:45	FAN EXPERIENCE		
Tue 25 Jun 4:00 - 4:45	VENUE TECH & SECURITY	One Space, Many Faces: The Rise of Multiuse Facilities and Entertainment Districts	
Tue 25 Jun 4:00 - 4:45	DIGITAL, SPONSORSHIP & TICKETING	Robo-Ready: What are you doing with Automation to do more?	
Tue 25 Jun 4:00 - 4:45	DATA & BI	Cultivating Cross-Functional Collaboration Across Vendors	
Tue 25 Jun 4:00 - 4:45	FAN EXPERIENCE		

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