

**8:00AM-5:00PM**

**REGISTRATION**

*West Prefunction, 2nd Floor (Lobby Level)*

**9:00AM-9:15AM**

**OPENING REMARKS**

*Gallery Ballroom, 4th Floor*

**Speakers:**

**Irving Azoff**, Chairman/CEO, The Azoff Company  
**Tim Leiweke**, Co-Founder and CEO, Oak View Group

**9:15AM-10:00AM**

**JIM DOLAN + IRVING AZOFF: ONE ON ONE**

*Gallery Ballroom, 4th Floor*

In a VenuesNow Conference exclusive, Executive Chairman/CEO, The Madison Square Garden Company, James Dolan and Chairman/CEO, The Azoff Company, Irving Azoff, two of the most visionary and influential figures in the history of sports and live entertainment, will sit down and discuss MSG's revolutionary Sphere venues and their transformative impact on the future of the global live events industry.

**Speakers:**

**Irving Azoff**, Chairman/CEO, The Azoff Company  
**James Dolan**, Executive Chairman/CEO, The Madison Square Garden Company

**10:00AM-10:15AM**

**SPONSOR SPOTLIGHT: THINK LIKE A BRAND, ACT LIKE AN AGENCY – SCOUT SPORTS AND ENTERTAINMENT**

*Gallery Ballroom, 4th Floor*

There's a shift in the property/sponsorship dynamic; a transformational approach to understanding your brand partner's KPI's and your fans, are paramount to enhanced measurement and insights capabilities.

**Speakers:**

**Michael A. Neuman**, Founder, EVP and Managing Partner Scout Sports and Entertainment, a division of Horizon Media  
**Sheri Roder**, EVP, Chief of WHY, Horizon Media

**10:15AM-11:00AM**

**TAKING ACTION: THE FUTURE OF IN-VENUE SPORTS WAGERING**

*Sponsored by Delaware North*

*Gallery Ballroom, 4th Floor*

Polarizing as it may be, the smart money seems to be on increased tolerance for legalized and in-venue betting at professional league sporting events. From venue-approved mobile betting to dedicated space for sports books integrated into the design of the venue, political and consumer views are shifting, and the industry is examining how best to meet fan demand when it comes to betting on pro sports. The question has become which business model makes the most sense for teams to implement at their facilities, with the choice primarily being between mobile/digital and brick and mortar. The answer to those questions depends on whom you ask, with individual state regulations and league restrictions also playing a critical role in how gaming ultimately looks. In addition, where do the sponsorship opportunities lie for teams and venues, and what's the value of these gaming deals? What will be the role of the big casino players? How will cultural and legal considerations figure in? It's still early, but executives with skin in the game will discuss where it's all heading as the sports and entertainment industry grabs hold of pent-up demand in the gambling space.

**Moderated by:**

**Marcus DiNitto**, Managing Editor, BetIndiana

**Speakers:**

**Scott Butera**, President, Interactive Gaming, MGM Resorts International  
**Jason Carmello**, Architect and Principal, Populous  
**Madelaine Moeke**, Return on Design™ Lead + Strategic Growth Analyst, ROSSETTI  
**David O'Rourke**, President & CEO, New York Racing Association  
**Sara Slane**, Founder, Slane Advisory  
**Jim Van Stone**, President of Operations & Chief Commercial Officer, Monumental Sports & Entertainment

**11:00AM-11:30AM**

**INNOVATION SPOTLIGHT/ VENUES 2030: CONTENT FEAT. DARREN PFEFFER, EXECUTIVE VICE PRESIDENT, MSG LIVE**

*Gallery Ballroom, 4th Floor*

The core of sustained artist development today is centered around the live business. Artists that focus on their touring out of the gate, savvily navigating the plays in terms of capacities, markets, and events through strategic partnerships with promoters and venues, can ensure a robust live career for years to come. Darren Pfeffer, executive VP for MSG Live, who steers content for the Madison Square Garden portfolio of venues, will discuss how venues can partner with artists to develop touring careers and foster artist development.

**Interviewed by:**

**Ray Waddell**, President, Media & Conferences, Oak View Group

**11:30AM-12:15PM**

**CAPITAL IDEAS: PRIVATE PLACEMENT IN SPORTS & LIVE ENTERTAINMENT VENUES**

*Gallery Ballroom, 4th Floor*

With a global ramp-up in project development from small venues to the arena and stadium levels, many with vast retail/entertainment footprints, developers are seeking creative financing and innovative partnerships. This panel will explore the various options on the table for venue developers, sports franchises; and others funding projects and raising capital, including private placement versus traditional financing, private equity, public and/or private partnerships. Whether private placement is a piece of the finance puzzle, capital for an entire project, or a complement to existing financing, given a general reticence toward using public money for sports and entertainment venues, private placement has become an increasingly viable option. Topics covered will include the advantages and risks of various funding strategies, typical term structures, regulations concerns, and the impact of market conditions on raising capital and how it's used. Hear informed finance professionals weigh in on the opportunities and potential challenges in the world of raising capital for sports and live entertainment venue development.

**Moderated by:**

**Alan Hoffman**, Co-Chair, Winston & Strawn  
**Speakers:**  
**Larry Cyrlin**, Head of Infrastructure Finance, Americas, Citi  
**Peter Dorfman**, Managing Director, Sports & Entertainment Specialty Group, SunTrust  
**Hannah Gordon**, Chief Administrative Officer & General Counsel, San Francisco 49ers  
**Jerry Parisi**, Managing Director, Sports Finance, MUFG

**11:30AM-12:15PM**

**ESPORTS: WHERE DO WE GO FROM HERE?**

*West Ballroom, 2nd Floor*

With a global audience of 300 million and revenues estimated to be in the \$1 billion range and growing (less than half of which is based in the U.S. according to game market researcher Newzoo), the debate over the viability of Esports as a live attraction and driver of fan passion is beyond settled. Even so, the global esports market still has plenty of runway in terms of growth for branding/sponsorships, as well as presenting compelling events that consumers beyond hardcore gamers want to attend, in venues that add value to the experience. While there are challenges, esports remains very much on an upward trajectory, with some reports putting capital investment in the sports' broad ecosystem and diverse business models nearing \$5 billion in 2018. A panel of stakeholders in the burgeoning world of Esports will discuss where the sector is headed as a major league attraction, including the value of sponsorships and franchises, the evolution of the venues and presentations, and how venues can secure esports events amid the shifting dynamics of competitive gaming as a spectator sport.

**Moderated by:**

**Bob Jordan**, CEO, 1337 Facilities LLC, Founder, Venue Road LLC  
**Speakers:**  
**Tyler Endres**, CEO, ESports Arena  
**Craig Levine**, Global Chief Strategy Officer, ESL  
**Todd Merry**, CMO, Delaware North  
**Brian Mirakian**, Director of Brand Activation & Senior Principal, Populous

**12:15PM-12:45PM**

**INNOVATION SPOTLIGHT/ VENUES 2030: THE PROMISE OF 5G FEAT. DAVE MACDONALD, DIRECTOR OF STRATEGY, AT&T**

*Gallery Ballroom, 4th Floor*

Everybody's talking about 5G—the fifth generation of wireless networks—but what does it really mean to venues and the sports and live entertainment industry? The answer: potentially everything. Faster data speeds, ultra-low latency and supercharged connectivity will impact virtually all aspects of the live experience at some level. But that's only if venues and producers of live are fully invested and prepared to maximize the potential of 5G. Dave Macdonald, director of strategy at AT&T, will tell us how to truly fulfill the promise of 5G.

**Interviewed by:**

**Elinor Klavens**, Senior Research Analyst, Sports Innovation Lab

**12:45PM-2:00PM**

**LUNCH**

*Sponsored by Oak View Group Arena Alliance  
 West Pre-Function, 2nd Floor &  
 Gallery Pre-Function, 4th Floor*

**2:00PM-2:45PM**

## CITY PLANNING & ENTERTAINMENT DISTRICTS + THE VENUE FOOTPRINT IN 2030

*Gallery Ballroom, 4th Floor*

Design and strategic planning for new venue developments have blown beyond the look, cost, and functionality of the brick and mortar building to take into account a vast venue footprint that can encompass city planning, retail and entertainment districts, added attractions, and myriad partners and stakeholders from the public and private sectors, with teams, architects, municipalities, retail and dining brands, and multiple finance partners all potentially weighing in. Experienced experts in all phases of these ambitious, sprawling venue footprint developments will discuss how these projects can be designed to add value without cannibalizing in-venue spending, and how all parties can benefit, from initial blueprints to opening day and beyond.

**Moderated by:**

Don Muret, Senior Editor, VenuesNow

**Speakers:**

John Shreve, Senior Urban Planner and Senior Principal, Populous

Peter Feigin, President, Milwaukee Bucks/Fiserv Forum

Eric Nordness, SVP, Hickory Street Capital and Marquee Development

Kirk Safford, Director, City Partnerships, Lyft

Dana Warg, Vice President, Entertainment, 313 Presents

**2:00PM-2:45PM**

## THE STATE OF THE ART IN BRAND PARTNERSHIPS

*West Ballroom, 2nd Floor*

Sports and live entertainment venues and events continue to be one of the most robust sectors for blue chip sponsors and brand partnerships, with the industry now focusing on creative activations and innovative strategies that brands bring to the table in venue and team partnerships. This panel will discuss what it takes to bring brands to life in the venue space, and the creative partnerships that differentiate the brands, provide value to the venue partner and its tenants, and bring excitement and engagement to fans, benefitting all parties in visible and quantifiable ways. Experts in this vital sector will discuss the evolution of the branding partners space, how stakeholders differ, and the goal to create moments that are truly memorable and that resonate with fans via positive impressions.

**Moderated by:**

Chris Allphin, Senior Vice President, Team Advisory, Van Wagner

**Speakers:**

Jeff Alpen, CEO, Hornall Anderson

Monica Fee, Global Sponsorship Sales, CAA Sports

Alex Seyferth, Vice President, Corporate Partnerships, Marquee 360

**2:45PM-3:30PM**

## DYNAMIC PRICING: HOW YIELD MANAGEMENT IS CHANGING TICKETING

*Gallery Ballroom, 4th Floor*

It has been said that the live entertainment industry does not have a secondary market problem, it has a pricing problem. While that may be a vast oversimplification, the truth that many of the live industry's challenges—a predatory reselling market, unsold or under-sold inventory, less-than-maximized box office revenue, and price sensitivity included—are related to pricing and properly scaling the tickets. Enter the concept of dynamic pricing and yield management, a variable pricing strategy based on multiple factors including understanding consumers, anticipating demand, and influencing behaviors with the ultimate goal of maximizing revenue from inventory of a time-sensitive product—the ticket. Experts in selling for the right price at the right time will break down the state-of-the-art in yield management for an informative and actionable session.

**Moderated by:**

Matt Galle, Senior Agent, Paradigm Talent Agency

**Speakers:**

David Marcus, EVP, Head of Music, Ticketmaster

Mike Newquist, Vice President, Event Marketing & Ticketing, UFC

Amy Graca, Vice President, National Ticketing, Caesars Entertainment

Andrew Rentmeester, Chief Revenue Officer, LaneOne

**2:45PM-3:30PM**

## HOW TO CREATE SUCCESSFUL COLLEGIATE EVENTS THAT BENEFIT ALL PARTIES

*West Ballroom, 2nd Floor*

As major college conferences increase the number of games in their league schedules, every game remaining within a school's control becomes more and more important. Concurrently, as college content continues to increase in value, opportunities arise for high-profile, neutral, television-ready events across the country and, increasingly, internationally. How can all stakeholders benefit? What are the priorities to the various stakeholders, including financial interests, the student athlete experience, recruiting benefits, exposure for universities, and value to fans, and how is it all balanced? Greg Procino, who manages a large portfolio of successful college events, St. John's University Athletic Director Mike Cragg, who formerly oversaw men's basketball at Duke University, and Dan Shell, President of OVG Collegiate, which manages OVG's owned and operated series of events, will discuss how to create, promote, execute, sponsor, partner, host, and broadcast successful collegiate events that work for all parties.

**Moderated by:**

Dan Shell, President, OVG Collegiate

**Speakers:**

Michael Cragg, Director of Athletics, St. John's University

Greg Procino, Director, Events & Awards, Naismith Basketball Hall of Fame

**3:30PM-3:45PM**

## COFFEE BREAK

*Sponsored by Rocket Mortgage FieldHouse*

*Gallery Pre-Function, 4th Floor*

**3:45PM-4:15PM**

## INNOVATION SPOTLIGHT/ VENUES 2030: PREMIUM FEAT. AL GUIDO, CO-MANAGING PARTNER/CEO, ELEVATE SPORTS VENTURES, PRESIDENT, SAN FRANCISCO 49ERS

*Gallery Ballroom, 4th Floor*

Given the sophisticated nature of enhanced experiences at today's sports and live entertainment venues, it's safe to say that this is not your father's premium. The evolution of fan engagement and the live experience has led to significantly increased consumer expectations for innovative, unique and memorable experiences that are profitable for the hosts, particularly at the suite and premium level. Innovative sports executive Al Guido will walk us through the architecture of the premium experience of the future, including sales and marketing, partnerships, consumer insight, the financial picture, and how venues can maximize their premium offerings.

**Interviewed by:**

Don Muret, Senior Editor, VenuesNow

**4:15PM-5:15PM**

## VIEW FROM THE TOP: THE COMMISSIONERS WEIGH IN

*Gallery Ballroom, 4th Floor*

Given the breadth of influence and scope of concerns for contemporary major league sports commissioners, the skill set possessed must be multifaceted, and the level of diplomacy must be high. Among the issues faced: player relations, media/broadcast rights, brand partnerships, potential expansion, fan engagement, the impact of technology, safety and security, legal and political issues, philanthropy, and community involvement, the looming potential of league-supported sports gaming, and the overall role that sports play in the American cultural psyche. Also high on any list of commissioner responsibilities for every team and league is a keen perspective on the actual places where fans gather and the action takes place: the venues, primarily stadiums and arenas. For the first time at the VNC, three of the most dynamic, respected commissioners in all of professional sports will gather for a candid discussion of the myriad issues facing professional sports today, with the role of the venues as the backdrop. What do the commissioners think would be the dream venue for their sport? Find out on what is sure to be an illuminating session.

**Moderated by:**

Tod Leiweke, CEO, New Seattle Arena & NHL Partners

**Speakers:**

Cathy Engelbert, Commissioner, WNBA

Don Garber, Commissioner, MLS

Adam Silver, Commissioner, NBA

**5:15PM-7:00PM**

## OPENING NIGHT RECEPTION

*Sponsored by Lyft and Perkins Coie*

*Gallery Pre-Function, 4th Floor*

**8:30AM-3:00PM**

**REGISTRATION**

*West Prefunction, 2nd Floor (Lobby Level)*

**9:15AM-10:15AM**

**NEVER FORGET: HOW SEPT. 11, 2001 FOREVER CHANGED PUBLIC ASSEMBLY**

*Sponsored by Prevent Advisors  
Gallery Ballroom, 4th Floor*

After Sept. 11, 2001, the world was a different place, especially in the world of public assembly. On this solemn anniversary, a highly qualified panel of safety and security experts will discuss exactly how public safety in this business has changed post-9-11, including private/public partnerships, the role of law enforcement, how critical infrastructure can be protected, changes to strategic planning for managing risk and reducing harm, and how the design and construction of arenas, stadiums, and other venues (as well as hospitals, hotels, and other public gathering places) have changed since Sept. 11, 2001. Perspectives include federal and local law enforcement, the private sector, and the families, victims, and patrons who attend sports, music, and live entertainment events. Perhaps most importantly in this VNC3 exclusive, these experts will discuss how the industry should be planning as threats continue to evolve in terms of capability, intent, and motivation.

**Moderated by:**

Rikki Klieman, Legal Analyst, CBS News

**Speakers:**

**Bill Bratton**, Executive Chairmen, Teneo Risk  
**Cindy Coppola**, Supervisory Special Resident Agent, FBI  
**Ali Soufan**, CEO, The Soufan Group, Former Supervisory Special Agent, FBI  
**Rebecca Weiner**, Director of Intelligence, NYPD

**10:15AM-10:30AM**

**COFFEE BREAK**

*Sponsored by SunTrust  
Gallery Pre-Function, 4th Floor*

**10:30AM-11:00AM**

**INNOVATION SPOTLIGHT/ VENUES 2030: TECHNOLOGY IN VENUES DECODED FEAT. TIM ROMANI, CHIEF EXECUTIVE OFFICER, CAA ICON AND ROBERT CORDOVA, CHIEF TECHNOLOGY OFFICER, MILWAUKEE BUCKS**

*Gallery Ballroom, 4th Floor*

Have you ever wondered what phrases like “Smart Venue” and “Integrated Systems” really mean when it comes to venue technology? Have you been barraged with phone calls from vendors who all claim to be “best-in-class” and “futureproof?” This discussion will uncover the Why, What and How of venue technology to help us decode what it really means for your business now and in the future. Using case studies from the industry’s newest tech-forward venue, Fiserv Forum, Milwaukee Bucks Chief Technology Officer Robert Cordova will discuss his point of view with venue development expert Tim Romani, Chief Executive Officer of CAA ICON, who will provide insights from a 30+ year career in the industry as they look to ideate the venue of the future.

**11:00AM-11:45AM**

**INNOVATION & FACILITIES 2030: REIMAGINE SPACE WITH IMMERSIVE EXPERIENCES**

*Sponsored by Hornall Anderson  
Gallery Ballroom, 4th Floor*

For today’s consumers, it’s all about the experience. All they want is more: more compelling entertainment, more engagement, and more immersive experiences. For producers and creators of content, it’s all about exceeding fan expectations with innovation and creativity. For venues, it’s about finding ways to maximize existing spaces—concourses, plazas, meeting rooms, even storage areas—and utilizing them to create immersive experiences for fans that keep them coming back. Whether these experiences are considered revenue-producers, added value, or both, they must be worth the commitment in terms of space, costs, and entertainment value. VNC3 hosts a unique look into this next generation wave of immersive entertainment from various perspectives, including ROI, innovation, costs/benefits, design, logistics, revenue, partnerships, promotion, challenges, sponsorship potential, launch and activation, and how it all fits into today’s fan expectations and the culture of live events.

**Moderated by:**

David Touhey, President, Venues, Monumental Sports & Entertainment

**Speakers:**

**Nicole Feld**, Executive Vice President & Producer, Feld Entertainment Inc.  
**Melissa Hoffman**, Principal/Studio Leader, LAB at Rockwell Group  
**Sean Saadeh**, EVP, Entertainment, Prudential Center

**11:45AM-12:00PM**

**SPONSOR SPOTLIGHT: FOUR WAYS EVERY VENUE CAN FIND VALUE IN SUSTAINABILITY – WASTE MANAGEMENT**

*Gallery Ballroom, 4th Floor*

Every venue thinks about sustainability differently. Waste Management will explain its shift toward purpose-driven sponsorships and outline four ways every venue and event can find value in sustainability. Four case studies from Waste Management’s Sustainability Services consulting group will illustrate development strategies and best practices for attendees to use at any venue.

**12:00PM-1:30PM**

**LUNCH**

*Sponsored by Oak View Group Facilities  
West Pre-Function, 2nd Floor &  
Gallery Pre-Function, 4th Floor*

**1:30PM-2:15PM**

**THE GREAT OUTDOORS: STADIUMS, AMPHITHEATERS, FESTIVALS AND THE EVOLUTION OF THE OPEN-AIR EXPERIENCE**

*Sponsored by Live Nation  
Gallery Ballroom, 4th Floor*

There is nothing like an outdoor show, be it a concert, sporting event, rodeo, or dirt event. Staging live events outdoors has its own set of issues, among them strategies around manifests and capacities, booking, sponsors, scheduling, ticketing, concessions, security, technology, and, of course, Mother Nature. Whether at a stadium, amphitheater, festival, or alternative venue, all open-air facilities share many of the same opportunities and challenges, and leaders from disparate venue types will discuss trends in outdoor events, market conditions, and the state-of-the-art in staging events in the Great Outdoors.

**Moderated by:**

Rob Knapp, Managing Editor, *VenuesNow*

**Speakers:**

**Laura Day**, Chief Business Officer, EVP, Minnesota Twins/Target Field  
**Jason Miller**, President, New York, Live Nation  
**Mike Luba**, Stadium Promoter, Forest Hills Stadium; Partner, Madison House Presents  
**Stuart Pringle**, Managing Director, Silverstone Circuits Ltd.  
**Tom Russell**, Partner, Founders Entertainment

**1:30PM-2:15PM**

**CLUBS OF NEW YORK: THE COMPETITIVE LANDSCAPE IN A MICROCOSM**

*West Ballroom, 2nd Floor*

Even as festivals and supporting slots compete for content that would historically play clubs and other small venues, the club business remains vital, serving as an important step on the career arc and a compelling under-play for well-established acts. Nowhere is the club scene more compelling—and competitive—than in New York City, where choices abound for both fans and agents. A panel of influential stakeholders in the New York small venue market will examine the current competitive landscape and evolving role of clubs in the overall live ecosystem, exploring the challenges of independents, their potential synergies of partnerships and branded venues, the sponsorship market, radius clauses, programming options, and the shifting revenue proposition.

**Moderated by:**

Ray Waddell, President, Media & Conferences, Oak View Group

**Speakers:**

**Carly James**, Agent, Paradigm Talent Agency  
**Josh Moore**, Talent Buyer, Bowery Presents  
**Peter Shapiro**, Founder, Brooklyn Bowl  
**Sean Striegel**, SVP, Booking, Live Nation

**2:15PM-2:30PM**

**COFFEE BREAK**

*Sponsored by Prudential Center  
Gallery Pre-Function, 4th Floor*

**2:30PM-3:00PM**

**INNOVATION SPOTLIGHT / VENUES 2030: CONCESSIONS A SIT-DOWN WITH THE FIRST FAMILY OF CONCESSIONS & SPORTS**

*Gallery Ballroom, 4th Floor*

One would be hard pressed to find a family more deeply immersed in the sports and live entertainment world—through the lens of concessions—than the Jacobs family of the NHL’s Boston Bruins and the 100-year-plus-year-old Delaware North. As the sons of legendary sports and entertainment pioneer Jerry Jacobs (owner of the Bruins), Jerry Jacobs Jr., co-CEO of Delaware North, and brother Charlie Jacobs, CEO of Delaware North’s Boston Holdings and Alternate Governor of the Bruins, have been deeply engaged in the evolution and innovation of the contemporary facilities concessions industry. With contracts at some of the most famous and successful sports and live entertainment facilities in the world, including Busch Stadium in St. Louis, Lambeau Field in Green Bay, Wis., MetLife Stadium in East Rutherford, N.J., and Wembley Stadium in London, the Jacobs brothers understand passionate fans and how to serve them. Beyond that, the Jacobs brothers’ interests and stewardship extend far beyond concessions into real estate, broadcasting, philanthropy, and entertainment districts—The Hub on the Causeway, connected to Boston’s TD Garden, is one of the most ambitious arena-related developments in the country, including 1.5 million square feet of mixed-use retail and office space. VNC3 presents a rare opportunity to hear it firsthand from the First Family of Concessions.

**Interviewed by:**

Don Muret, Senior Editor, *VenuesNow*  
**With:**  
 Charlie Jacobs, CEO, Delaware North’s Boston Holdings/ Alternate Governor, Delaware North/Boston Bruins  
 Jerry Jacobs Jr., Co-CEO, Delaware North

**4:00PM-5:00PM**

**ROUNDTABLE SESSIONS**

*NE Gallery (4th Floor)*

**Security: Facial Recognition, Drone Tech and the impact of Tech on Safety & Security**

- Mike Downing, President, Prevent Advisors; Chief Security Officer, Oak View Group
- Bill Edwards, Associate Principal, Thornton Tomasetti
- Mary Haskett, Founder & CEO, Blink Identity

**Fan Engagement**

- Kate Lieberman, Vice President, Guest Services, Live Nation
- Don White, CEO & Co-Founder, Satisfi Labs
- Karri Zaremba, Founder & COO, Venuetize

**Sustainability**

- Michael Martin, Founder & CEO, Effect Partners & r.Cup

**Enhanced Audio**

- Chrystine Villarreal; VP, Business Development, Mixhalo
- David Weil, President, FiveEleven Productions

**Sales/Premium**

- Jeff Alpen, CEO, Hornall Anderson
- Shawn Doss, EVP, Elevate Sports Ventures
- Bryan Hinckley, President, Americas, Electrosonic

**Crisis Management & PR**

- Barry Watkins, CEO, Clairvoyant Media Strategies
- Matthew Hiltzik, President & CEO, Hiltzik Strategies

**Diversity & Inclusion**

- Diana Busino, Managing Director, Turnkey Search

**Cashless**

- Rick Abramson, Chief Customer Officer, Delaware North

**3:00PM-3:15PM**

**SPONSOR SPOTLIGHT: SEATS ARE ONLY THE START – HORNALL ANDERSON**

*Gallery Ballroom, 4th Floor*

Creative agencies Sid Lee, Digital Kitchen & Hornall Anderson come together to talk about the art of moving people through rituals, experiences and content. How we work, play and live is increasingly about collectivism and community. To build, sustain and stay relevant, those communities need the fuel that only creativity provides – reasons to connect, ideas to engage with, stories to share, causes to get behind, new offerings to trade. Filling seats is only the start.

**Speakers:**

Nico Van Erum, Managing Partner, Sid Lee  
 Cam Levin, Chief Creative Officer, Digital Kitchen  
 Kevi Louis-Johnson, Creative Director, Hornall Anderson

**3:15PM-4:00PM**

**CLOSING Q&A: KIM PEGULA, PRESIDENT & CEO, PEGULA SPORTS & ENTERTAINMENT**

*Gallery Ballroom, 4th Floor*

As co-owner of the Buffalo Bills of the NFL and the Buffalo Sabres of the NHL, along with a portfolio of minor league teams and even a Nashville-based record label in Black River Entertainment, Kim Pegula has proven herself to be a sports and entertainment executive of remarkable vision and impressive business acumen. But Kim Pegula is much more than that, successfully navigating the male-dominated landscape of professional sports with skill and aplomb, owning the respect of her contemporaries in sports and the passionate Buffalo sports fans alike. In what is sure to be a captivating discussion with Sports Innovation Lab co-founder Angela Ruggiero, a fierce innovator in her own right (and former Olympian), VNC3 closes with a powerful Q&A that will leave the audience with much to consider.

**Interviewed by:**

Angela Ruggiero, CEO & Co-Founder, Sports Innovation Lab