

# VENUESNOW

CONFERENCE 2021

PRESENTED BY: CAAICON

IN ASSOCIATION WITH:  Delaware North

WEDNESDAY, OCTOBER 20, 2021

WED., OCTOBER 20

4:30 PM – 7:00 PM

## Conference Registration

*Sponsored by Lockton*

*Hyatt Regency Seattle, 808 Howell Street, 3<sup>rd</sup> Floor Foyer*

NOTE: Prior to obtaining conference credentials, all registrants are required to show proof of their COVID-19 vaccination using the CLEAR link provided.

THURSDAY, OCTOBER 21, 2021

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8:00 AM – 10:00 AM

**Registration, Sponsored by Lockton | Vendor Village, Sponsored by UBS Arena |**

**Morning Beverages, Sponsored by City National Bank**

*Fisher Pavilion @ Seattle Center*

10:00 AM

## Opening Remarks

*Auditorium @ Marion Oliver McCaw Hall*

**Tim Leiweke, CEO & Co-Founder, Oak View Group**

10:15 AM

## The Role Entrepreneurialism Can Play in Driving Outsized Impact in Live Events

*Auditorium @ Marion Oliver McCaw Hall*

Venue operators and live events managers can change their operations in many ways that drive meaningful environmental impact without completely overhauling their supply chain. Often, innovative startups and relative outsiders can provide fresh thinking and use a data-driven approach towards driving sustainable impact, which in turn allows live events and its sponsors to accomplish important SDG goals through solutions that are at cost-parity with what is already procured. This panel introduces entrepreneurial solutions and quantifies the potential environmental impact for corporates across several areas, including paper products, cups, lids, and straws, and other single-use plastic products, to show where the industry can go by turning towards truly new solutions and lifting up smart, mission-driven founders in the ESG space.

**Moderator: Katherine Keating, Managing Partner, SOUNDwaves**

### Speakers:

- **Christoph Bertsch, Founder and CEO, CAMM**
- **Arman Chaparyan, Head of Special Projects, Dave Holmes Management**
- **Ryan Everton, Founder and CEO, TURN Systems**
- **Ryan Fritsch, Co-Founder, Cloud Paper**
- **Jaime Nack, President, Three Squares Inc.**

**11:00 AM**

### **Q&A with Feld Entertainment: Building Franchises, Connecting with Fans, and Touring Responsibly**

*Auditorium @ Marion Oliver McCaw Hall*

Kenneth Feld and Juliette Feld Grossman, principles of leading family show producer Feld Entertainment, will take part in an engaging and informative conversation with Oak View Group and Climate Pledge Arena SVP of Programming Eric Bresler. Among the topics to be discussed from these live entertainment innovators will be the prospects of relaunching live events in the ever-evolving pandemic landscape, building franchises beyond the live event, and the outlook for Feld Entertainment and the industry at large for 2022 and beyond.

**Moderator: Eric Bresler, SVP Programming, Oak View Group & Climate Pledge Arena**

**Speakers:**

- **Kenneth Feld, Chairman and CEO, Feld Entertainment**
- **Juliette Feld Grossman, Chief Operating Officer, Feld Entertainment**

**11:45 AM**

### **SPOTLIGHT PRESENTED BY LOCKTON: OUR STORY**

*Auditorium @ Marion Oliver McCaw Hall*

- **Tommy Simon, Assistant VP**
- **Sarah Krupski, Production Resource Specialist**

**12:00 PM**

### **The Making of the Climate Pledge Arena's Green Commitment**

*Auditorium @ Marion Oliver McCaw Hall*

Creating something as transformative as the Climate Pledge Arena did not happen by accident. An amazing partnership and collaboration between Amazon, NHL Seattle/Kraken and the OVG group as well as multiple partners and consultants led to this incredible achievement. This captivating panel outlines all aspects of the Arena's commitments including operations, food and beverage, transportation, procurement and more. This incredible session will break down all aspects of the Arena's green operations – from the NHL's greenest ice to its efforts to decarbonize and build an all-electric, renewably powered arena.

**Presented by: Jason McLennan, Partner & CEO, McLennan Design**

**Speakers:**

- **Adrian Dishington, Vice President, Hospitality & Retail, Climate Pledge Arena**
- **Ken Johnsen, Construction Executive, Oak View Group**
- **Rob Johnson, VP, Sustainability and Transportation, Seattle Kraken & Climate Pledge Arena**
- **Steve Mattson, EVP, OVG Facilities and GM, Climate Pledge Arena**
- **Chris Roe, Head of Energy & Sustainable Operations, Amazon**

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1:00 PM – 2:30 PM

**Lunch**, Sponsored by Lockton & Populous | **Vendor Village**, Sponsored by UBS Arena  
*Fisher Pavilion @ Seattle Center*

2:30 PM (CONCURRENT)

## Can Sports and Entertainment Marketing Create Meaningful Programs that are Good for Communities?

Sponsored by Ross Video

*Auditorium @ Marion Oliver McCaw Hall*

In the last 24 months, a significant stream of marketing dollars has been flowing into sports and entertainment in support of sustainability and Corporate Social Responsibility (CSR) initiatives, with major market venues like Climate Pledge Arena in Seattle, UBS Arena in New York and Footprint Arena in Phoenix leading the way. How are modern sports and entertainment marketers leaning into sustainability and other CSR causes to create loyalty, engagement, and brand love with fans? Why is sports and entertainment the new frontier for this type of marketing? Why do venues provide a meaningful platform to tell this narrative? This of-the-moment will be explored by a panel of forward-thinking marketing executives who have invested millions of dollars in these CSR initiatives to help grow their brands.

**Moderator: Dan Griffis**, President, Global Partnerships, **Oak View Group**

**Speakers:**

- **Jake Crumbine**, Director of Marketing, **Impossible Foods**
- **Dan Fisher**, President, **Ball Corporation**
- **Anneliese Mesilati**, Head of Brand Activation & Sponsorships, **UBS**
- **Emily Tajuddin**, Head of Global Sponsorships, **Amazon**
- **Justin Toman**, Head of Sports Marketing, **Pepsico**

2:30 PM (CONCURRENT)

## Health Safety & Sanitization: Considerations for Future Venues

Sponsored by CommScope

*Lecture Hall @ Marion Oliver McCaw Hall*

Venue design is a lengthy process serving many ambitions, but as the world evolves, so does the focus of facility development. Beyond traditional priorities including venue footprint, tenant needs, touring load-in/-out, concessions operations, parking, security, "wow" factor, and revenue potential, our post-pandemic world demands that venue developers consider new realities and a vastly more challenging landscape. This panel features leading experts on the forefront of the "new normal," who will discuss how air filtration, sanitization, science and medicine have moved from behind the scenes to the spotlight.

**Moderator: Tim Romani**, Founder & Chairman, **CAA ICON**

**Speakers:**

- **Ed Bosco**, PE LEED CEM, Managing Principal, **ME Engineers**
- **Hermann Elger**, EVP Travel, Hospitality and Health Security, **Sharecare**

- **Dr. K. Elizabeth Hawk**, *President, Ampersand Intelligence*
- **Jerome Pickett**, *SVP, General Manager, Sports & Entertainment, Clear*

**3:15 PM (CONCURRENT)**

### **Clean & Green: Keys to Operating a Sustainable Venue**

*Auditorium @ Marion Oliver McCaw Hall*

There is little question that today's public and private sectors focus on operating facilities in a manner that is more sustainable and favorable to the planet, while still maintaining financial discipline. This "green" focus begins now in the design phase, but once the doors are open, fans fill the building, and the shows begin, how do facilities continue to operate sustainably? A panel of in-the-know facility managers, team executives and sustainability experts will lay down actionable protocols on how venues can operate with the future of the planet top of mind, weighing in on operations, alternative power, like-minded vendors and partners, new technology, staffing, protocols, local food and materials sourcing, certifications, public awareness, and other aspects of responsible operations.

**Moderator: R.C. Lawler**, *Director, Grainger Consulting Services*

**Speakers:**

- **Sofi Armenakian**, *Director of Operations & Sustainability, Atlanta Hawks & State Farm Arena*
- **Tod Hynes**, *Founder & President, XL Fleet*
- **Jennifer Kearney**, *Founder and President, Gotham Energy 360*
- **Amanda Mann**, *SVP, Rose Quarter Operations and General Manager, Portland Trailblazers & Moda Center*
- **Alex Rodrigo**, *SVP and General Manager, Sacramento Kings & Golden1 Center*

**3:15 PM (CONCURRENT)**

### **Diversity, Equity & Inclusion: The Right Way Forward for the Live Entertainment Venue Industry**

*Lecture Hall @ Marion Oliver McCaw Hall*

DE&I--Diversity, Equity & Inclusion--is more than just a catchphrase that arose in the wake of a social justice revolution that has swept the nation. A focus on DE&I for all venues, teams, and events is critical for venues to operate in an ethical and practical manner moving forward. VNC 4 will present a thoughtful and candid discussion with diversity champions from teams and venues who have all made compelling commitments to DE&I, who will each share their respective visions. Participants will discuss their organization's journey and share best practices, including how best to foster an inclusive culture, the optimal ways to recruit and advance diverse talent, and why you should develop meaningful community partnerships.

**Moderator: Amy Latimer**, *President, TD Garden and Chief Growth Officer, Delaware North*

**Speakers:**

- **Jeannine Beson**, *VP Regional Venue Operations, Live Nation*
- **Jenn Hunter**, *Sr. Director, Diversity, Equity & Inclusion, Portland Trail Blazers*

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- **Camye Mackey**, *EVP & Chief People, Diversity, & Inclusion Officer*, **Atlanta Hawks**
- **Corey Wilson**, *VP of Community Engagement*, **Pacers Sports & Entertainment** and *Executive Director*, **Pacers Foundation**

4:00 PM

**Break**, *Sponsored by Hussey Seating*

*Lobby @ Marion Oliver McCaw Hall*

4:20 PM

**More Than a Ticket: How Digital is Mobilizing Next-Level Personalization for Live Events**, *Sponsored by Canva*

*Auditorium @ Marion Oliver McCaw Hall*

Building upon the widespread adoption of mobile entry, innovators are expanding mobile use cases beyond just the ticket to enhance and personalize the live event experience for fans. From promotions to parking and concessions to VIP experiences, digital technology is revolutionizing how fans experience live events. In this panel, we'll examine the next era in live entertainment, exploring how technology is evolving the fan journey from ticket purchase through onsite experience. Our experts will share how forward-thinking venues, leagues and content-providers are using digital capabilities to enhance the fan experience and learn more about their customers.

**Moderator: Terri Liebler**, *Senior Vice President, Sales & Strategy*, **Live Nation**

**Speakers:**

- **Mietra Beyer**, *Head of Brand & Experience Development*, **Venue Nation**
- **David Marcus**, *Executive Vice President*, **Ticketmaster Music**
- **Larry Webman**, *Agent*, **Wasserman Music**

5:00 PM

**SPOTLIGHT PRESENTED BY PATRIOT ONE: The End of The Metal Detector: How to Improve Patron Safety and Throughput**

*Auditorium @ Marion Oliver McCaw Hall*

- **Peter Evans**, *CEO*, **Patriot One Technologies**

5:15 PM

**The Future is Bright for the Live Biz: But Where are We Right Now?**

*Sponsored by FIS Global*

*Auditorium @ Marion Oliver McCaw Hall*

The return of live entertainment to the era of unprecedented growth and success it experienced the past decade appears likely, but many challenges exist. Beyond the simple safety and security of fans, leaders of live have to chart a course that must take into account a vastly changed landscape in terms of ticketing, deal structures, traffic, venue capacities, artist relations and fan engagement. Fans overwhelmingly are ready to go to shows, but it's not a matter of turning on the lights and opening the doors. This panel will examine what the

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business will look like when it returns to full-tilt boogie, where and when that happens, what sort of business we will be coming back to, and what we can expect in 2022.

**Moderator: Pam Matthews, Executive Director, IEBA**

**Speakers:**

- **Marty Diamond, EVP & Managing Executive, Wasserman Music**
- **Kelly Flanigan, President, Capital Regions, Live Nation Concerts**
- **Starr Butler-Jemison, VP, Booking & Events, Fiserv Forum & Milwaukee Bucks**
- **Jonathan Shank, CEO, Terrapin Station Entertainment**

**6:00 PM – 7:30 PM**

**VenuesNow Conference Opening Reception, Sponsored by Astound | Vendor Village, Sponsored by UBS Arena**

*Fisher Pavilion @ Seattle Center*

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**8:45 AM (CONCURRENT)**

**A Zero Carbon Future – Certification, PPA's and Offsets**

*Auditorium @ Marion Oliver McCaw Hall*

Organizations around the world are wanting to become 'zero carbon' and many are seeking certifications to validate their new environmental credentials. This leadership level panel provides guidance, inspiration and information for any facility that wants to make this important leap forward to address climate change. This pragmatic, yet inspiring session will give you and your venue the roadmap that you need.

**Moderator: Jason McLennan, Partner & CEO, McLennan Design**

**Speakers:**

- **Lindsay Baker, CEO, International Living Future Institute**
- **Brett Phillips, Vice President, Sustainable & Responsible Investments, Unico Solar Investors**
- **Rushyan Yen, Project Architect, McLennan Design**

**8:45 AM (CONCURRENT)**

**Current Protocols on Safety/Security/Emergency Preparedness and Operations in the Arena Environment**

*Lecture Hall @ Marion Oliver McCaw Hall*

Twenty years after the most devastating terrorist attack ever on U.S. soil on Sept. 11, 2001, the sports and live entertainment industry remains hyper-aware of potential security risks of all

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types. With the threat-assessment landscape continually evolving and potential vulnerabilities a moving target, new protocols and technology beg to question is the DHS SAFETY Act Certification still relevant? Leading security professionals and safety thought leaders with up-to-the-minute information and vision for superior security strategies will discuss the continued relevance of the DHS SAFETY Act and actionable next steps on keeping buildings and events safe and secure for all involved.

**Moderator: Michael Downing, Chief Security Officer, Oak View Group/Prevent Advisors**

**Speakers:**

- **Akmal Ali, Founder & CEO, Aluma and Former Deputy Director, SAFETY Act Office, U.S. Department of Homeland Security**
- **Tim Lea, VP, Security Operations, Sacramento Kings/Golden 1 Center Arena**
- **Matt Nebel, Director, Secure Design and Principal, Walter P Moore**

**9:30 AM (CONCURRENT)**

**The Future of Concessions is High Tech, Sustainable, and Increasingly Local**

*Auditorium @ Marion Oliver McCaw Hall*

The public assembly facility has driven an evolution in concessions technology has seen concessions move toward increasing speed of service, sanitization, and efficiency through self-serve, cashless/touchless, and mobile ordering at arenas and stadiums. Now, the industry has advanced to the point where patrons scan a credit card upon entering a food and drink space, pick up their items, and walk out without having to check out at a register. On the sustainable front, venues are moving toward eliminating single-use plastic, a huge step for big league vendors. Plus, farm-to-fork programs are now standard operating procedure across sports and entertainment as teams and concessionaires cut their carbon footprint. These advancements will be discussed by industry experts with an eye toward what's next as the concessions industry embarks on its next era in servicing fans at live events in a safe, efficient, profitable, and responsible manner.

**Moderator: Peter Luukko, Chairman, Oak View Group Facilities**

**Speakers:**

- **Todd Humphrey, SVP, Digital Fan Experience, Seattle Kraken**
- **Amy Latimer, President, TD Garden and Chief Growth Officer, Delaware North**
- **Jamie Oblatz, President, Delaware North Sportservice**
- **Wayne Scarsella, EVP Sports & Entertainment, Appetize (now part of SpotOn)**

**9:30 AM (CONCURRENT)**

**The Future of Sports & Live Entertainment Venue Design: Safety, Sustainability & Sanitization**

*Lecture Hall @ Marion Oliver McCaw Hall*

We are living in an astonishing new era for public facility design, where venue developers are visualizing bold new ideas that blow beyond the critical balance of "wow" factor, costs, and functionality that drove design into this century to consider new and necessary

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priorities: primarily safety, sustainability, and sanitization. Even so, these venues of the future (and the future is now!) cannot fully account for these priorities at the expense of fan experience and all that new technology has to offer, from transportation and overall venue footprint to next-level premium, increased revenue opportunities, immersive experiences, and deep fan engagement. A panel of the most visionary thinkers in the field of public facility design will discuss how all these factors can be melded to present content in a safe and responsible environment while blowing away fan expectations and predicting the needs of tomorrow.

**Moderator: Stephen Collins, Chief Operating Officer, Oak View Group**

**Speakers:**

- **Chris Carver, Senior Principal, Senior Architect, Populous**
- **Craig Chowanec, RA, Rockwell Group**
- **Scott Ralston, Principal, HOK**
- **Jeff Sawarynski, Senior Principal/Managing Director, ME Engineers, Inc.**

**10:15 AM**

**Jewel of the Northwest: Elevating the Public/Private Partnership**

*Auditorium @ Marion Oliver McCaw Hall*

The collaboration that led to the opening of Seattle's Climate Pledge Arena represents the next era of public/private partnership that serves many lofty ambitions, well beyond simple a venue to host sports and live events. In the end, the citizens of Seattle and the surrounding Northwest are blessed with a new NHL franchise and a modernized and expanded showplace venue under the Key Arena's original iconic, landmarked roof. CPA has come to be a successful relationship between OVG and various organizations and departments within the City of Seattle in a visionary strategic mind-meld that could serve as a blueprint for future development projects going forward. Critical players in this groundbreaking development will discuss key elements of the partnership, including the sustainability aspect, community benefits, current and future staff, community five-back, technology and integration, the use of Women and Minority Business Enterprises, mobility planning and enhancements, and the wild cards that inevitably crop up in a project of this magnitude.

**Moderator: Francesca Bodie, President, Business Development, Oak View Group**

**Speakers:**

- **Jenny Durkan, Mayor, City of Seattle**
- **Marshall Foster, Director of the Waterfront, City of Seattle**
- **Carl Hirsh, Managing Partner, Stafford Sport**
- **Brian Surratt, Executive Director, LISC Puget Sound**

**11:00 AM**

**SPOTLIGHT PRESENTED BY AUDION: A New Approach to Venue Sound**

- **Raymond McGlamery, Founder/President**
- **Alistair James, Co-Founder & CTO**

*Auditorium @ Marion Oliver McCaw Hall*



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### RELEASING THE KRAKEN: How NHL Hockey Came to Seattle

*Auditorium @ Marion Oliver McCaw Hall*

The National Hockey League Board of Governors voted unanimously to name Seattle as the league's newest franchise in December of 2018, as Washington hockey fans rejoiced, and the city's new Climate Pledge Arena nailed down a critical major league tenant. Jerry Bruckheimer and David Wright, part of the Kraken ownership group, join the team's CEO Tod Leiweke on a VNC power play, providing an update on the integration of the newest NHL team into the Pacific Northwest, plans for the inaugural season, and revenue strategies revolving around an unprecedented redevelopment under an existing roof.

**Moderator:** Everett "Fitz" Fitzhugh, *Broadcaster, Seattle Kraken*

**Speakers:**

- **Jerry Bruckheimer**, *Film/Television Producer and Seattle Investor*
- **Tod Leiweke**, *Chief Executive Officer, Seattle Kraken*
- **David Wright**, *Vice Chairman, Seattle Kraken*

12:00 PM – 12:45 PM

### ROUNDTABLES

*Foyer @ Marion Oliver McCaw Hall*

- **Sustainable Touring**
  - *Mike Martin, CEO and Founder, Effect Partners and r.Cup*
  - *Denise Melanson, Director of Social Impact, Wasserman Music*
- **The New Security Screening Technology: Safe, Secure & Positive Fan Experience**
  - *Michael Downing, Chief Security Officer, Oak View Group/Prevent Advisors*
  - *Peter Evans, CEO, Patriot One Technologies*
- **Safety & Sanitization**
  - *Dr. K. Elizabeth Hawk, President, Ampersand Intelligence*
- **International Venue Development**
  - *Brian Kabatznick, EVP, Facilities International, Oak View Group International*
  - *Thomas Ovesen, Sr. Director, Events & Entertainment, Driyah Gate Dev. Authority*
- **Evolution of the Long-Term Financing Market for Stadia and Arenas**
  - *William DiBlasi, Sports Facility Finance and Advisory, Inner Circle Sports*
  - *Jason Goldstein, Partner, Winston & Straw LLP*
- **Tenants & Sustainability Green Sports Alliance**
  - *Scott Jenkins, Co-Founder, Green Sports Alliance*
  - *Roger McClendon, Executive Director, Green Sports Alliance*

12:30 PM – 2:00 PM

**Lunch, Sponsored by Lockton & Grainger | Vendor Village, Sponsored by UBS Arena |**

**Arena Tours (for registrants only)**

*Fisher Pavilion & Climate Pledge Arena*