

Pre-Conference » Sun., 02/21

8:30am Shotgun	HACnet (Optional) Join your colleagues and team members for a relaxing round of golf in sunny, southern California at the Tustin Ranch Golf Club.
4:00 - 7:00pm	Registration
5:30 - 7:30pm	Welcome Reception with Business Partners for all Attendees Get reacquainted with your colleagues before settling in for the conference. A must attend for clients, business partners and staff. Enjoy free drinks and hors d'oeuvres, too.

Day 1 Agenda Preview* » Mon., 02/22 (tracks by market)

7:30-8:30	Registration and Continental Breakfast		
8:30-10:00	Welcome and Keynote with Dave and Jane		
10:00-10:30	Coffee Break with Business Partners		
	College Athletics Tracks	Performing Arts Track	Pro Sports, Arenas, and Regional Ticketing Partners
10:30 - 12:00	Market Meetings College Athletics. Hear the top issues facing college athletics organizations and discuss how to address them in an open forum.	Market Meetings Performing Arts. Hear the state of the performing arts market and how various organizations are facing very serious challenges. Then discuss creative ways that your organizations are rising to meet these challenges.	Market Meetings Pro Sports, Arenas and Regional Ticketing Partners. Hear the top issues facing professional sports teams and arenas and discuss how to address them in an open forum.
12:00 - 1:00	Lunch (<i>Box lunch provided</i>)		
1:00 - 2:00	Solutions Overview: College Athletics. Hear the near term and three year product roadmap including industry trends on our radar and future product plans for tRes/tFund/eVenue. We will present a summary of 6.93 features and list the goals and objective for 6.95 and beyond. There will also be new user interface models for tRes CRM, tRes 7.0 and eVenue 7.0.	Market Driven Pricing for Performing Arts. Hear from industry-leading consultants and peers who have effectively crafted strategies and best practices for patron profiling, managing ticket inventory, monitoring patron demand, and setting prices to maximize revenue.	Managing Diverse Selling Scenarios. Discuss challenges and successes with market peers who utilize diverse strategies to manage common scenarios faced in the market.
2:00 - 2:30	Coffee Break		
2:30 - 3:30	Student Ticketing Best Practices. Share ideas with other universities to better manage student ticketing. This session will cover best practices to manage onsales, digital ticketing, student resale, and loyalty/rewards programs to keep your student section full.	Performing Arts Innovators Workshop. Brainstorm ideas during this interactive workshop designed specifically for your market. You'll tackle real-world scenarios with like-minded peers to uncover creative solutions to some of today's biggest challenges.	Solutions Overview: Pro Sports, Arenas, Regional Ticketing Partners. Hear the near term and three year product roadmap including industry trends on our radar and future product plans for tRes/eVenue. We will present a summary of 6.93 features and list the goals and objective for 6.95 and beyond. There will also be new user interface models for tRes CRM, tRes 7.0 and eVenue 7.0.
3:30 - 4:00	Coffee Break		
4:00 - 5:00	College Athletics Innovators Workshop. Brainstorm ideas during this interactive workshop designed specifically for your market. You'll tackle real-world scenarios with like-minded peers to uncover creative solutions to some of today's biggest challenges.	Solutions Overview: Performing Arts. Hear the near term and three year product roadmap including industry trends on our radar and future product plans for tRes/tFund/eVenue. We will present a summary of 6.93 features and list the goals and objective for 6.95 and beyond. There will also be new user interface models for tRes CRM, tRes 7.0 and eVenue 7.0.	Pro Sports, Arenas and Regional Ticketing Partners Innovators Workshop. Brainstorm ideas during this interactive workshop designed specifically for your market. You'll tackle real-world scenarios with like-minded peers to uncover creative solutions to some of today's biggest challenges.
7:00 - 11:00	PACfest Disco Night Party - Sam & Harry's (<i>Marriott Restaurant & Lounge</i>)		

*Sessions and times subject to change.

Day 2 Agenda Preview* » Tues., 02/23 (tracks by function)

8:00 - 9:00	Continental Breakfast			
9:00 - 9:45	Keynote with Jane			
9:45 - 10:30	Q & A with Dave and Jane			
10:30-11:00	Coffee Break			
	Executive/ Marketing Track	tRes Track	tRes Track	Fundraising Track
11:00 - 12:00	Social Media Strategies. Effectively plan and utilize popular social media tools to connect with new customers and sell more tickets effectively. You'll hear peer best practices and learn tips and tricks from social media experts.	Tips and Tricks to Maximize Revenue from eVenue. Learn to sell more online through eVenue with limited-use passwords, online up-sell, clickable seat maps and other features that drive conversions.	eMail Marketing Best Practices. Hear innovative campaigns that generated significant ticket sales, incremental donor dollars and connected with new consumers via email marketing.	Fundraising in a Challenging Economy. Hear strategies from industry expert Jerry Smith to maintain your fundraising revenues and grow programs in today's economy.
12:00 - 1:00	Lunch - In-and-Out Truck!			
1:00 - 2:00	Market Driven Pricing. Understand the differences and benefits of variable, demand-based and dynamic pricing strategies. You'll hear from clients and experts how to profile customers, measure demand of tickets and seats and create programs to maximize revenue.	tRes 6.93 Overview. Understand how to leverage the latest enhancements in tRes 6.93 including cross-sell, up-sell functionality, the sale of miscellaneous items in eVenue, enforcing item limits across multiple selling channels, enabling support for delivery method start dates/times and more.	Tips and Tricks of tRes Part 1. Learn how to fully leverage features and functionality in tRes that will help save you time and streamline your current processes.	Sharing Data with University or Third Party Programs. Discuss options to collaborate and share data with university foundations, athletics giving or third party programs. We'll discuss best practices to manage this process efficiently.
2:00 - 2:45	Coffee Break			
2:45 - 3:45	Digital and Paperless Ticketing Strategies. Digital and paperless ticketing is impacting all customer types including season ticket holders/subscribers, single ticket buyers, and students. Explore new options for leveraging this technology to mitigate ticket resale challenges, unveil new revenue streams and enhance the customer experience.	Reseating Best Practices. Discuss options available to you and hear peer best practices covering priority seating, points programs, per seat licenses and how to communicate these programs to your customers.	ODBC and Crystal Reports. Learn tips to use Crystal Reports to generate many different kinds of reports from a "live" Paciolan database. With ODBC, it is possible to use desktop PC-based report writing tools in conjunction with your live data.	Fundraising Workshop. Share ideas with your peers during this interactive workshop designed specifically for fund development professionals. This workshop includes peer brainstorming and problem solving exercises to tackle your most challenging issues.
3:45 - 4:15	Coffee Break			
4:15- 5:15	Retain Revenue in an Economic Downturn. Understand effective strategies to retain your important customers and maximize revenue and ROIs in today's challenging economy.	PACMail 2.0 Tips and Tricks. Learn PACMail 2.0's key features and functionality that will help you use the product effectively.	Season Ticket Sales Strategies. Discuss best practices and strategies to attract new season ticket sales and retain your current season ticket holders/subscribers.	Strategies to Retain and Acquire Donors. Hear best practices to retain donors who want to keep their seats without maintaining their current donor level. You'll also hear creative campaigns to acquire new donors in today's tough economy.
5:30 - 6:30	Cocktail hour - Expo Hall			

*Sessions and times subject to change.

Day 3 Agenda Preview* » Wed., 02/24 (tracks by function)

7:30 - 8:30	Continental Breakfast			
	Executive Track	tRes Track	tRes Track	Fundraising Track
8:30 - 9:30	Secondary Ticketing. Understand your options and hear best practices to maximize revenue while protecting your customer base. Plus, discuss primary vs. secondary marketing initiatives including potential long and short term revenue impact of secondary ticketing strategies.	Managing Fees Workshop. Learn how changing your fees enables you to generate incremental revenue and influence customer behavior. You'll hear first hand account of peers who have implemented these strategies and realized significant results.	PACMail 2.0 Tips and Tricks (Repeat). Learn PACMail 2.0's key features and functionality that will help you use the product effectively.	Tips and Tricks of tFund. Learn how to fully leverage features and functionality in tFund that will help save you time and streamline your current processes.
9:30 - 9:45	Coffee Break			
9:45 - 10:45	Inside Sales Team or Outsourced Sales Resources. Discuss strategies employed to retain season ticket holders, acquire new sales and grow fundraising revenues through outbound sales initiatives. We will discuss the merits of both inside sales strategies and outsourced solutions.	Tips and Tricks of tRes Part 2. Learn how to fully leverage features and functionality in tRes and WBST that will help save you time and streamline your current processes.	Digital Ticketing Best Practices. Understand how to best prepare your venue and your staff for Digital ticketing events. Hear operational, communication and event-day options and best practices.	Fundraising Panel Discussion. Join a lively discussion along with a panel of your peers to share trends, challenges and solutions facing your industry. Hot topics include premium donor seating, donor recruitment and more.
10:45-11:00	Coffee Break			
11:00 - 12:00	Social Media Strategies (Repeat). Effectively plan and utilize popular social media tools to connect with new customers and sell more tickets effectively. You'll hear peer best practices and learn tips and tricks from social media experts.	tRes 6.93 Overview (Repeat). Understand how to leverage the latest enhancements in tRes 6.93 including cross-sell, up-sell functionality, the sale of miscellaneous items in eVenue, enforcing item limits across multiple selling channels, enabling support for delivery method start dates/times and more.	Tips and Tricks to Maximize Revenue from eVenue (Repeat). Learn to sell more online through eVenue with limited-use passwords, online up-sell, clickable seat maps and other features that drive conversions.	Advantage Fundraising Overview. See how the Advantage fundraising system works including how to manage campaigns, priority seating, contact management, donor cultivation and reporting.
12:00 - 2:00	Annual Luncheon			
2:00 - 2:15	Break			

	3-Hour Revenue Generation Seminar Series	
2:15 - 5:15	Creating an Inside Sales Team. Learn from experienced professional Matt DiFebo of The DiFebo Company, how to build an inside sales strategy, get buy in from your organization, recruit qualified staff and generate positive ROI. You'll also learn firsthand how to create a true 'sales culture' along with best practices for ticket sales training.	PACMail 2.0 Training. Take advantage of this valuable training session to learn PACMail 2.0's key enhancements and features including best practices and advanced topics to help you enhance targeting, email deliverability and effectiveness of your email marketing campaigns.

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