



DATA & ANALYTICS SUMMIT| Daily Schedule

Tuesday - April 3rd

1:00-4:00 PM

Data Science & Machine Learning Workshop presented by IBM

This workshop will introduce IBM's new deep learning framework powering and serving distributed deep learning models at scale in the new Watson Studio. Attendees will gain understanding in concepts such as machine learning, deep learning, and hyperparameter optimization, technologies such as Python, Tensorflow, and GPUs, and hands on experience in creating, deploying, and consuming their own deep learning models.

*Experience with Python in Jupyter Notebooks is recommended.

Nick Acosta, Development Advocate, IBM

6:30-9:00 PM

XLIVE Data & Analytics Welcome Reception

Wednesday - April 4th

9:30-9:45 AM

Opening Remarks

9:45-10:35 AM

The Ultimate Fan Engagement – Utilizing Data to Enhance the Fan Experience

Gone are the days where live event producers are in the dark about their event goers. With the advancements of digital technologies such as RFID, event apps and more, a plethora of vital information is available to help interact with attendees, notify wait times and even assist in crowd management. In this informative session we will explore all the options available to truly bring the fan an unforgettable and enjoyable experience.

Jay Tucker, Executive Director, Center for Management of Enterprise in Media, Entertainment & Sports

Michael Parnes, VP of Digital Insights & Research, Adult Swim

Cynthia Frelund, Predictive Analytics Expert, NFL Media

Sean Kindu, VP of New Ventures, San Francisco 49ers

Andrea Bailey, Vice President | Partnership Activations, AEG Global Partnerships

10:40-11:00 AM

XLIVE Data & Analytics Summit Opening Keynote

Waco Hoover, CEO & Co-Founder, XLIVE

Theresa Locklear, VP, Audience Science Analytics, Viacom



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11:00-11:30 AM

Networking and Exhibit Break

11:35 AM - 12:05 PM

Leveraging Social Media & Data Strategies to Drive Brand Awareness and Revenue Streams with the NFLPA & Opendorse

XLIVE Case Studies offer a great opportunity to dive into the highs and lows of past industry events led by some of the best thought leaders of the field. XLIVE Case Studies are presented by top executives and industry leaders that put on some of the biggest and best live events around the world. We'll dive into the nitty gritty on what worked, what didn't and what trends are saying for the future.

Steve Scabelo, VP, Licensing and Business Development, NFL Players Inc

Michael Thomas, Safety, NY Giants

Blake Lawrence, CEO, Opendorse

12:10-1:00 PM

Improving Event Ticketing with Data Insight

Fraud, bots and touts are some of the endemic problems that riddle the event industry. Every year, ticket fraud affects nearly 5 million people who buy tickets to live events. Challenges include plaguing ticket buyers with the unfortunate circumstance of paying more than face-value for tickets, being turned away at the door and missing out on a once in a lifetime experience. Our seasoned panel of experts will dive deep into the issues of how tech is addressing the secondary market, how blockchain is developing new avenues to protect ticket buyers and the rising trends in cyber security and how they are affecting the live event space.

Gilad Horev, VP of Product, Platform, Eventbrite

Jesse Grushack, Senior Strategy & Product, ConsenSys

Sam Alpert, VP of Marketing, Paradigm Talent Agency

Ann Taylor, Founder & CEO, LYTE

Stephanie Rosa, CEO, Festival Squad

1:00-2:30 PM - Lunch and Networking Break

2:30-3:20 PM - Breakout Tracks

Leveraging Value from Your Data

Understanding and using your event data effectively is both essential and sometimes overwhelming. Only a few organizations and individuals can say they have championed both. What information is important to obtain and how can you leverage it? What options are there to harvest data? Join our session with data masters as we explore how to collect and utilize the data necessary to bring in visual event growth and engagement year over year.



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Dana Bakish, Founder, Positive Equation

Sean O'Brien, Director of Analytics & Research, Maple Leaf Sports & Entertainment

Ailis Mckernan, Director of Digital, AMR International

Umesh Johari, Senior Manager - Strategy & Analytics, San Francisco 49ers

Charles Truong, Chief Digital Innovation, Pixmob

Digitization of the Live Event Experience

The amount of information about event attendees has drastically increased in recent years as more of events and the general population have gone more digital. As producers have unlocked these key insights, they have been able to take advantage of user behaviors and key influencers of their attendees before, during and after the event, all while increase fan engagement and satisfaction. In this exploratory session led by an expert panel, we'll dive head first into the waters of live event digitization and all the options available to take your event to the next level

Paul Slaats, Co-Founder, Thuzi

Sohrob Farudi, COE, Fan Controlled Football League

Keith Bendes, VP Marketing & Strategic Partnerships, Float Hybrid

Stephanie Laichi, Marketing Director, Pop Montreal

Erin Prober, Director of Strategic Partnerships, LA Clippers

3:25-3:55 PM

Evolving Landscapes – Quantifying the Components of Experience

How do we measure Return On Experience in more meaningful ways and leverage new data technologies to better quantify and visualize live experiences? Join Bruce Mau, Peter McGrath, Skip Cox and Haluk Kulin for a Fireside Chat to explore what is happening and what is coming soon.

Bruce Mau, Chief Design Officer, Freeman XP

Peter McGrath, Senior Vice President, Creative, Freeman XP

Skip Cox, SVP, Research and Measurement, Freeman XP

Haluk Kulin, Senior Vice President, Strategy and Data, Freeman XP

4:00-4:50 PM - Breakout Tracks

Sponsorship Analytics – Data Driven Value for Activation

As the means of interacting with your fan base continues to evolve, the traditional model of sponsorships and activations are further threatened. Is your activations really reaching your target audience? How are you leveraging the data received in future activations or marketing campaigns? Join this session of industry professionals will help to decipher the numbers and discuss how analytics can help to measure the effectiveness of a sponsorship in order to create more valuable partnerships in the future partnerships in the future

Stephanie Rosa, CEO, Festival Squad

Scott Blackburn, CEO, Thuzi

Rachel Noonan, Director of Marketing Communications & Strategy, Toronto International Film Festival

Georgia Sapounas, Director of Digital, Canadian Olympic Committee



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Frantz Cayo, Senior Director- Programming & Talent, BET

Analytic Strategies Driving the Future of Ticket Sales

Ticketing is the core driver of the live event business. Ticket pricing is increasingly personalized through new data sources like improved communication tracking, secondary ticketing or detailed behavioral tracking of fans. Over the past decade, improved customer data personalized marketing has allowed organizations to better know their fans. Our panel of industry experts will explore strategies to increase attendance, maximize ticketing revenue and improve the overall customer experience.

Waco Hoover, CEO & Co-Founder, XLIVE

Blake Lawrence, CEO, Opendorse

Kyle Burkhardt, Director - Business Intelligence, Los Angeles Kings

Robert Thacker, Senior Director | Strategy Analytics & Digital Marketing, AEG Global Partnerships

4:55-5:25 PM

Afternoon Networking and Exhibit Break

The conference sessions are what makes XLIVE a special event, but it's the quality of our networking opportunities that truly sets us apart as the premier conference for live event organizers.

5:30-5:55 PM

Data Lessons with MLS and National Lacrosse League

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Nick Sakiewicz, Commissioner, National Lacrosse League

6:00-6:30 PM

Weaponizing your Data – The Providence of Insight

XLIVE Fireside Chats offer a great opportunity to dive into the highs and lows of past industry events led by some of the best thought leaders of the field. XLIVE Fireside Chats are presented by top executives and industry leaders that put on some of the biggest and best live events around the world. We'll dive into the nitty gritty on what worked, what didn't and what trends are saying for the future.

Joe Kessler, Global Head, UTA IQ

6:30-9:00 PM

XLIVE Data & Analytics Closing Reception