

XLIVE 2017 DAILY SCHEDULE

MONDAY, DECEMBER 11

8:00 AM – Registration Opens – South Seas North Foyer

9:00 AM – 12:30 PM – Esports, Data & Analytics and Event IT Workshops

12:45 PM – 1:00 PM – Opening Remarks

1:00 PM – 1:30 PM – Opening Keynote – *Steve Raizes, Viacom Global Entertainment Group & PJ Loughran, Superfly*

1:40 PM – 2:30 PM –

- **The VC Perspective** – Next up in Event Technology
- **Booming Business** – Getting Into the Game of Alternative Live Sporting Events
- **Planning for the Unpredictable** – What To Do When Mother Nature is Uncooperative
- **We Want more!** – Creating More Boutique Destination Festivals Catered to the Rising Demand

2:40 PM – 3:30 PM –

- **The Customer is King** – Unlocking the Secrets of Stellar Customer Service
- **Experiential Trailblazers** – Leading Live Events to a Brighter Future
- **Brain Download** – The Neuroscience of Experience
- **Community Impact** – Making a Positive Impact on Communities Through Live Events
- **Future of VIP Experiences** – Using Technology to Create the "Perfect VIP Festival Experience"

3:30 PM – 4:00 PM – Afternoon Networking Break

4:00 PM – 7:45 PM – Exhibit Hall Hours

4:00 PM – 4:45 PM –

- **Safety First** – Building out the best health and safety team
- **The Ultimate Fan Experiences** – Insights to Growing Sponsorship, Digital Engagement, and Actionable Data
- **Make That Money** – Monetizing Venues on Non-Gamedays
- **A 420 Phenomenon** – Understanding cannabis within the live event marketplace
- **The Global Market** – Taking Your Live Experience Overseas and beyond

4:50 PM – 5:00 PM – The State of Live

5:00 PM – 5:30 PM – Keynote Presentation – *Brandon Frankel, Contra Inc.*

5:30 PM – 5:45 PM – Young Executives Program Announcement

5:45 PM – 7:45 PM – Opening Cocktail Reception Sponsored by Las Vegas Convention & Visitors Authority on the Exhibit Floor

10:00 PM – You're All Partied Out – XLIVE After Party at Foundation Room

TUESDAY, DECEMBER 12

8:30 AM – Registration Opens – South Seas North Foyer

9:00 AM – 10:00 AM – Morning Coffee and Networking on the Exhibit Floor

10:00 AM – 10:45 AM –

- **Fireside Chat: Dîner en Blanc**
- **To Ticketing and Beyond** – What's Next for Event Ticketing?
- **Philanthropy at Events** – Making a Local and Global Impact
- **Inside Event M&A** – Strategies to Sell Your Live Event

10:50-11:20 AM – Keynote Presentation – *Vince Kadlubek, Meow Wolf*

11:30 AM – 12:15 PM –

- **A Decade of Successful Failures** – Creating Cutting Edge Food & Beverage Programming within Music Festivals
- **The VR & AR Experience**– Bringing Live Events to Virtual and Augmented Reality
- **More than Just a Brand** – The Festivalization of a Brands Live Event
- **Outside of the Box** – Expanding the Fan Experience Beyond the Walls
- **The Evolving Customer** – Understanding the Importance of Live Data & Analytics to Cater to Your Consumer

12:00 PM – 2:00 PM – Mid-Day Exhibit Hall Hours and Networking on the Exhibit Floor

2:00 PM – 2:50 PM –

- **Standing Apart** – Building a unique lineup in a consolidated market
- **Arena Evolution** – New Era of Sporting Venues
- **Dining in a Digital Age** – How Chefs and Food Festivals are Leveraging Technology
- **Holy Shit! Moments** – A-Class Brand Activation at Live Events
- **Actionable Behavior Analytics in 3 Parts** – Experience, Engage, ExSight

3:00 PM – 3:50 PM –

- **Beer Fests** – Understanding what it takes to produce a beer festival
- **An Iconic Retrospective on Festivals & Touring** – How It Will Tell Us Where Our Industry is Headed
- **Turn it to Eleven** – Elevating the Fan Experience
- **On-Point Marketing & Branding** – How to Align to Your Fanbase to Bring Bigger Sponsors
- **Multi Platform Juggernauts in Your Town** – The Power and Impact of Radio Station Concerts & Events

4:00 PM – 4:30 PM – Afternoon Networking Break on the Exhibit Break

4:40 PM – 5:20 PM –

- **Keep it Local** – Including local artists and emerging talent in your lineup
- **Streaming Done Well** – Festival live streaming best practices for promoters and brands
- **It's a Wine and Dine World** – Discussing the market of wine & food festivals
- **The Game of Activation** – Creating Unique Brand Activation for Live Events
- **Fireside Chat** – Kelly Markus, Refinery 29

5:30 PM – 6:00 PM – Keynote Fireside Chat – *Jennifer Justice, Superfly & Stacy Smith, USC Annenberg Inclusion Initiative*

6:00 PM – 6:45 PM – XLIVE x Everfest Festival Awards

6:45 PM – 8:45 PM – Cocktail Reception Sponsored by The Trade Group, Coyote Promotions & Reaction Audio Visual on the Exhibit Floor

WEDNESDAY, DECEMBER 13

9:00 AM – Registration Opens – South Seas North Foyer

9:30 AM – 10:30 AM – Morning Networking on the Exhibit Floor

10:00 AM – 1:30 PM – Safety & Security Workshop

10:00 AM – 10:45 AM –

- **Relationships are Key** – Relationship building with breweries and wineries
- **Data Collection** – Understanding What You Actually Need to Know
- **The Future is Female** – How Women are Playing a Crucial Role in the Creation of Extraordinary Live Events
- **Blockchain** – Understanding the latest in Blockchain Technology

10:50 AM – 11:20 AM – Keynote Fireside Chat – *Clay Busch, Danny Wimmer Presents & Lynn Wittenberg, THUZI*

11:20 AM – 11:50 AM –

- **Case Study** with Boston Beer Company
- **Case Study:** Building Systems to Grow Team Productivity
- **Burning the Veil:** A discussion of art and culture at Burning Man with Pablo Gonzales Vargas, creator of Mayan Warrior and Ilumina

11:20 AM – 12:10 PM –

- **Include the Education**– Enhancing the experience by including education

12:00 PM – 12:30 PM –

- **Case Study:** Las Vegas Stripped Down – The Evolution of the Entertainment Capitol of the World
- **Evolving the Experience** – Building Brand Loyalty With The Festival Guy

12:30 PM – 2:00 PM – Mid-Day Exhibit Hall Hours and Networking on the Exhibit Floor

2:00 PM – 2:50 PM –

- **Riding High** – Exploring the Rise of Cannabis Centered Festivals
- **The Sponsorship Game** – Building Relationships to Create Powerful Partnerships and Activations

3:00 PM – 3:45 PM – Closing Keynote – *Eric Gradman, Two Bit Circus*

3:45 PM – 4:00 PM – Closing Remarks

4:00 PM – 9:00 PM – Feature Session: Cryptocurrency & Blockchain Conference – Free for XLIVE Attendees

9:30 PM – 10:30 PM – Closing Party at LIGHT Nightclub



CONTACT US
