



**Etix Live at Etix Blast Schedule of Events**  
**Thursday, September 7th, 2017**  
**Raleigh Convention Center**  
**hello.etix.com | @EtixWorld | #EtixBlast**



## Coffee & Welcome

(9:30am - 10:00am)

**Room:** 301

### CONCURRENT TRACK SESSIONS

## Data Focused, Dollar Driven: Reporting 101

(10:00am - 10:50am)

**Track:** Box Office

**Room:** 302A

**Presenters:** Mandi Grimm, *Director of Training & Anti-Fraud Solutions*

**Who should attend:** Ticketing and Finance Professionals

**Description:** This session will address the fundamental reporting questions. *What is the difference between a receipt and revenue report? Should this report tie to that report? What is the hierarchy of the system?* We will also share the top used and most frequently forgotten financial reports.

## Elevate Your Event Life Cycle w/ Etix Analytics + Community

(10:00am - 10:40am)

**Track:** Marketing

**Room:** 302B

**Presenters:** Alyssa Newell, *Senior Client Trainer* and Katie Mullins, *Marketing Specialist*

**Who Should Attend:** Marketing Professionals

**Description:** Learn how to view your most actionable data all in one place to gain insight into ticket purchaser behavior as well as how to segment your community of customers to create more targeted email campaigns.

## All Systems Go: Introduction to Etix

(10:00am - 10:50am)

**Track:** Future Clients

**Room:** 303

**Presenter:** Kevin Brosseau, *Manager of Client Services*

**Who Should Attend:** Future Clients

**Description:** Get a closer look at the Etix Platform by taking a tour and learning your way through the system. Meet the team and learn about all of the tools we provide. Take a deeper dive into Etix Community and Analytics to see how we make it easier for you to track your customer data.



## You've Got Mail: Email Marketing Best Practices

(10:50am - 11:30am)

**Track:** Marketing

**Room:** 302B

**Presenters:** Katie Mullins, *Marketing Specialist*, Maria Tran, *Marketing Specialist*

**Who Should Attend:** Marketing Professionals

**Description:** Quality email marketing is about more than announcing new events. Learn how email can help build better relationships with customers and how growing your database is the key to growing your business.

## Special Presale Offer

(11:00am - 11:50am)

**Track:** Box Office

**Room:** 302A

**Presenters:** Alyssa Newell, *Senior Client Trainer*

**Who should attend:** Ticketing Professionals and Venue Managers

**Description:** Are you uncertain how to setup an Amex or Citicard presale? Has a Fanclub asked you to use their membership numbers for Passcodes and you don't know where to start? If you answered yes to either of these questions this is the session for you. We will give an overview of the different types and ways to set up performance presales in this session.

## Extend Your Marketing Team: Introduction to Rockhouse Partners

(11:00am - 11:30am)

**Track:** Future Clients

**Room:** 303

**Presenters:** Aaron Bare, *Director of Client Marketing*

**Who Should Attend:** Future Clients

**Description:** Learn how to make your events more profitable with Rockhouse Partners. Their team of marketing and ticketing experts is data-focused and results-driven, helping maximize sales and brand awareness.

## Leveraging Facebook Ads to Maximize Digital ROI

(11:40am - 12:10pm)

**Track:** Marketing

**Room:** 302B

**Presenters:** Alexa Colasurdo, *Senior Marketing Specialist* & Sarah Collins, *Marketing Specialist*

**Who Should Attend:** Marketing Professionals

**Description:** Learn tips and tricks to maximize your digital dollars, build creative and curated content, and get your ads in front of the right audience.



## Simple, Scalable Ticketing Solutions: Introduction to Etix Product

(11:40am - 12:10pm)

**Track:** Future Clients

**Room:** 303

**Presenters:** Chris Battaglino, *Product Manager*

**Who Should Attend:** Future Clients

**Description:** Find smarter ticketing with Etix. Learn how we've spent over 15 years developing and refining a solid ticketing platform that is scalable and reliable for any event.

## Box Office Top 10, Plus 5 Hidden Gems

(12:00pm - 12:50pm)

**Track:** Box Office

**Room:** 302A

**Presenters:** Alyssa Newell, *Senior Client Trainer*

**Who should attend:** Ticketing Professionals and Venue Managers

**Description:** Learn about some of our newer or often forgotten features in this session. Did you know you can sell and validate a ticket at the same time? What about reviewing Performances and Packages in Bulk from a single excel spreadsheet? Have you used Price Code Categories recently? This class will share our favorite hidden features!

## #What'sTrending: Top 5 Industry Marketing Trends

(12:20pm - 12:50pm)

**Track:** Marketing

**Room:** 302B

**Presenters:** Sarah Collins, *Marketing Specialist*

**Who Should Attend:** Marketing Professionals

**Description:** Rockhouse Partners break down today's top marketing trends.

## Welcome to Etix!

(12:20pm - 12:50pm)

**Track:** Future Clients

**Room:** 303

**Presenters:** Kevin Brosseau, *Manager of Client Services*, Aaron Bare, *Director of Client Marketing* and Chris Battaglino, *Product Manager*

**Who Should Attend:** Future Clients

**Description:** Open-ended questions forum.



## Lunch

(1:00pm - 2:00pm)

**Room:** 301

### CONCURRENT TRACK SESSIONS

## ADA Approved: Accessible Seating + Ticketing

(2:00pm - 2:50pm)

**Track:** Box Office

**Room:** 302A

**Presenters:** Mandi Grimm, *Director of Training & Anti-Fraud Solutions*

**Who should attend:** Ticketing Professionals and Venue Managers

**Description:** This session will be a discussion of the 8 additional requirements the Department of Justice put into effect March 15, 2011 that specifically address Ticketing. A few of the requirements surround Ticket Sales, Ticket Prices, and Hold and Release of tickets for Accessible Seating.

## Your Etix Team, We Really Are Here For You

(2:00pm - 2:50pm)

**Track:** Management

**Room:** 302B

**Presenter:** Dennis Scanlon, *Vice President*

**Who Should Attend:** Venue Managers

**Description:** In today's ever changing world of Form a Relationship with your Patrons, Know Your Patrons, Sell More Tickets, and Generate Revenue, have you evaluated whether or not you are leveraging your Etix Resources to the best of your ability? Have you spent time speaking with Client Services about whether or not the features you are using are helping you become more efficient in your role? Are there things that can be done in the performance build to enhance the online sales process? Has your Rockhouse Account Manager helped you understand what to do with the powerful analytics data you have access to? In this session learn about the people you have access to and why it is important to build your relationships to be more efficient and profitable.

## Events, Powered By Women

(2:00pm - 2:50pm)

**Track:** Management

**Room:** 303

**Presenters:** Samantha Sawyer, *Marketing Manager*; Chantal Sulier, *Box Office Manager*; Dolly Vogt, *General Manager*

**Who Should Attend:** Everyone!

**Description:** From marketing to venue management, these kick-ass women come from all different backgrounds and ace their roles in leadership. They're here to tell you about their unique experience in their current role, and how they got to where they are now.



## Reducing the Risk: Minimizing Fraud

**(3:00pm - 3:50pm)**

**Track:** Box Office

**Room:** 302A

**Presenters:** Mandi Grimm, *Director of Training & Anti-Fraud Solutions* and Krister Larsson, *Director of European Operations & Anti-Fraud Solutions*

**Who Should Attend:** Ticketing Professionals, Finance Professionals & Venue Managers

**Description:** This session will share key terminology for the fraud and chargeback novices. Learn the difference between types of fraud and chargebacks as well as pointers on how to minimize these costly transactions both inside and out of the Etix system.

## TBA

**(3:00pm - 3:50pm)**

**Track:** Management

**Room:** 302B

## TBA

**(3:00pm - 3:50pm)**

**Track:** Management

**Room:** 302B

## Learning Lab

**(4:00pm - 5:00pm)**

**Track:** All

**Room:** 302A (Box Office), 302B (Marketing), 303 (Product & Future Clients)

**Presenters:** Everyone!

**Who Should Attend:** Everyone!

**Description:** Connect one-on-one with Etix University by asking any questions to our team and learn how you can use the Etix system to better your organization.