

MONDAY, JULY 21, 2025

| Time (CT) | Avenue East | Avenue West |
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| 9:00 AM – 10:00 AM | <p align="center">F&B Revenue Strategy Optimization <i>Sandeep Satish (Levy)</i></p> <p>Levy Chief Commercial Officer, Sandeep Satish, will share insights and industry examples of how Sports & Entertainment properties of all sizes and venue-types have optimized their F&B strategy.</p> | <p align="center">Ticket Pricing Strategies: Micro-Zones, Testing, and Real-Time Adjustments</p> <p><i>Nick Seckerson (El Paso Locomotive FC), Francine Nieva (SeatGeek), Tyler Ortega (New Mexico United)</i></p> <p>Learn how Clubs are getting more granular with pricing — using section-level data, dynamic models, and in-season experimentation to drive revenue. Hear firsthand how teams are turning pricing into a flexible, year-round strategy.</p> |
| 10:00 AM – 11:00 AM | <p align="center">Data Trends Fueling the New Era of Fandom and Club Business <i>Gina Waldhorn (Sports Innovation Lab), Alex Teodosi (Chicago Sky)</i></p> <p>This session will explore how successful teams and brands have relied upon available data to maximize their impact and connectivity with fans to drive overall business operations. There will be a special focus on the role of data in the growth of women’s sports, but the discussion and insights will be applicable to attendees from across the USL ecosystem.</p> | <p align="center">Increasing Brand Awareness Through Retail <i>Jason Santiago (Dick’s Sporting Goods), Ashley Phanor (prev. US Soccer, NBA PA), Ken Goldberg (Blue 84)</i></p> <p>This session will discuss how Clubs can utilize an expanded retail strategy to help increase brand awareness and reach new and diverse audiences. We will also dive into previous World Cup retail strategies from a US Soccer perspective as well as hearing how Dick Sporting Goods is leaning into the World Cup, this year through next.</p> |
| 11:00 AM – 12:00 PM | <p align="center">Building More Impactful Sports Partnerships <i>Zack Sugarman (Two Circles)</i></p> <p>Zack Sugarman from Two Circles will share data and industry trends from the Sports & Entertainment landscape to empower Club sales professionals and help them improve their pitch creation and delivery.</p> | <p align="center">Blocking & Tackling Ticket Sales: Essential Tactics to Drive Attendance <i>Camp Peery (Richmond Kickers), Tanner Clay (Charleston Battery)</i></p> <p>This session highlights basic techniques and practices needed to be successful with your Club’s ticket sales strategy. While technology and tools can be additive for established ticketing teams, we’ll focus here on the essentials and core principles of outbound sales, prospecting and building a quality pipeline, and establishing daily and weekly habits.</p> |
| 12:00 PM – 1:00 PM | LUNCH BREAK | |

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| 1:00 PM – 2:00 PM | <p>Maximizing Revenue Through Marquee Assets <i>Craig Stimmel (NASCAR), Brooks Ingram (Two Circles), Brendan Hankard (Rhode Island FC)</i></p> <p>This session will combine industry expertise and current trends to help Clubs develop strategies for maximizing revenue. The focus will be on optimizing high-visibility assets and marquee inventory, including stadium naming rights, kit sponsorships, broadcast packages, and entitlement opportunities.</p> | <p>Inside the Deal- Gainbridge x USL <i>Mike Nichols, Gainbridge</i></p> <p>Hear from Gainbridge leadership on what attracted them to soccer, to women’s sports and to the Super League. Attendees will learn what is impactful from the brand’s POV when evaluating opportunities, and what makes a property or team stick out as a potential reliable means of partner investment to brand decision makers.</p> |
| 2:00 PM – 3:00 PM | <p>World Cup Visibility: What Clubs Can Learn from Brand Activation Plans <i>Zack Sugarman (Two Circles), Jessi Sanchez (Playfly Sports)</i></p> <p>Industry experts will discuss strategies surrounding World Cup activation planning and discuss how teams can best gain the attention of fans during this time of heightened awareness and parlay World Cup visibility into team/brand loyalty.</p> | <p>Proving the Win: Measuring ROI in Modern Marketing Campaigns <i>Brooks Ingram (Two Circles)</i></p> <p>This session dives into the tools, metrics, and strategies Clubs can use to measure the real return on investment from marketing campaigns. Learn how to go beyond vanity metrics and link your efforts to business outcomes – from ticket sales and fan engagement to brand lift and sponsor value.</p> |
| 3:00 PM – 4:00 PM | <p>Know Your Crowd: Segmenting Fans to Drive Deeper Engagement <i>Karthik Sukumar (Chicago Bears), Ben Rosenkranz (Chicago Blackhawks)</i></p> <p>Understanding your fans is the first step toward maximizing their engagement. This session explores how Clubs can identify distinct audience segments, analyze fan behavior, and tailor messaging to resonate across demographics and platforms.</p> | <p>Successful Kit Launch Strategies <i>Justin De La Rosa (New Mexico United), Andrew Ross (Capelli), Lauren Alexander (Charly)</i></p> <p>Few activities inspire conversation amongst current and perspective fan bases than the launch of your kit. This session will highlight the key strategies to the successful launches from the Marketing campaign to the event that can help your club drive fan connection, exposure and revenue.</p> |
| 4:00 PM – 5:00 PM | <p>Putting AI to Work in Sales & Retention <i>Gina Waldhorn (Sports Innovation Lab), Ben Rosenkranz (Chicago Blackhawks)</i></p> <p>Explore how professional teams can navigate, evaluate and ultimately use AI to improve sales efficiency and fan retention — from identifying top prospects to predicting churn and personalizing outreach. This session breaks down how AI can be a practical tool, not just a buzzword.</p> | <p>Content That Converts: Driving Value from Digital Media <i>Leandro Martinez (rEvolution), Sarah Penalver (Chicago Cubs)</i></p> <p>Explore digital and social media packaging strategies, platform best practices, and content trends that help turn everyday moments into scalable, sponsor-ready assets. The discussion will also cover how to build simple, effective, and repeatable systems for lean teams looking to maximize their impact and drive fan engagement and partner value.</p> |

TUESDAY, JULY 22, 2025

| Time (CT) | Avenue East | Avenue West |
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| 9:00 AM – 10:00 AM | <p style="text-align: center;">Building Attendance Through Ancillary Events</p> <p style="text-align: center;"><i>Dan Rutstein (Orange County SC), Conor Caloia (Forward Madison FC), David Peart (Rhode Island FC)</i></p> <p>Discover how clubs are using events like beer festivals, concerts, non-USL soccer matches, and themed fan activations to attract new audiences and drive ticket sales. Learn how “events before the event” can turn casual attendees into long-term fans.</p> | <p style="text-align: center;">CRM in Action: Automations, Workflows & the Full Fan Journey</p> <p style="text-align: center;"><i>Beverly Hague (Leap Event Technology) Daniel Banks (Leap Event Technology)</i></p> <p>An in-depth look at how Clubs can build effective CRM systems — including lead scoring, onboarding paths, automated touchpoints, and re-engagement campaigns.</p> |
| 10:00 AM – 11:00 AM | <p style="text-align: center;">From Theme to Turnstile: Leveraging Promo Nights to Drive Ticket Sales</p> <p style="text-align: center;"><i>Ron Patel (New Mexico United), Dave Slyby (Advertise America)</i></p> <p>This session examines top performing promo nights and breaks down how Clubs have successfully used themes to drive attendance and fandom. Attendees will hear about trends in premium products, how to position themes to reach different audiences, and how to turn great ideas into group sales and single-match ticket growth.</p> | <p style="text-align: center;">Leading Today's Ticketing Sales Teams: Coaching, Metrics & Motivation</p> <p style="text-align: center;"><i>Joe Kronander (Playfly Aspire)</i></p> <p>This session will explore how leaders can get the most out of their ticketing sales teams. Conversation will focus on setting the right KPIs, how to support sales reps in a changing environment, and how creating a culture of growth/tenure impacts revenue.</p> |
| 11:00 AM – 12:00 PM | <p style="text-align: center;">Evolving Premium: What's Driving Value for Buyers Today</p> <p style="text-align: center;"><i>Francine Nivea (SeatGeek), Jon Taylor (Colorado Springs Switchbacks FC)</i></p> <p>From flexible packages and local food partners to unique fan experiences and curated access, this session explores how clubs can maximize their stadium's real estate and rethink premium to better connect with their market and deliver more value.</p> | <p style="text-align: center;">Building Club Identity Through Community Culture</p> <p style="text-align: center;"><i>Kevin Schohl (Portland Hearts of Pine), Lara Potter (Oakland Roots)</i></p> <p>In a crowded sports marketplace, authenticity wins. This session explores how Clubs have tapped into their local identity, infusing community values, culture, and personality into their brand, fan engagement and partnership marketing strategies.</p> |
| EVENT CONCLUSION | | |