



Sunday, June 24th

(Note: all times/speakers subject to change)

6:00pm-8:00pm	<p>Networking Reception including light snacks and drinks! Say hello to old friends and make new contacts!</p> <p>Sponsor: Ticketmaster</p>	<p>Location: Caddyshack 3122 Golf View Road Sebring, FL 33870</p>
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Monday, June 25th

(Note: all times/speakers subject to change)

8:30-9:30	<p>Registration and Continental Breakfast</p>	<p>Location: South Florida State College SFSC Performing Arts University Center Auditorium 600 W. College Drive Avon Park, FL 33825</p> <p>Check-in, grab coffee and continental breakfast and visit our sponsor tables!</p>
9:30-10:00	<p>Welcome!</p>	<p>Introductions & Business Meeting</p>
10:00-11:00	<p>Morning Session: Comprehensive Digital Marketing Strategies to sell tickets.</p> <p>Presented by: Brandon Mellor</p> <p>Sponsor: Paciolan</p>	<p>Join Paciolan's Brandon Mellor to learn about some of the latest digital marketing capabilities and strategies to sell tickets and drive trackable ROIs. Learn how and why Google and Facebook are the best platforms to create and leverage advertising to the right customers. The discussion will also highlight the many different types of creative opportunities, placements and types of ads that work together to deliver comprehensive digital campaigns.</p>
11:00-11:15	<p>Networking Break</p>	<p>Take a quick break to mingle!</p>
11:15-12:00	<p>Q&A Session</p>	<p>Submit a question to ask your peers at this open discussion Q&A session.</p>

12:00-1:00	Lunch Sponsor: <i>Shubert Ticketing</i>	Re-fuel for the afternoon with a festive lunch at the Fajita buffet.
1:00-1:30	Venue Tour: SFSC Performing Arts	Join us on a quick walk around the SFSC Performing Arts venues.
1:30-2:45	Afternoon Session: The Secret to Leading Customer Service Excellence Presented by: Stacey Oliver-Knappe, MA, PHR, SHRM-CP	<p>The customer service industry is changing. The introduction of technology, the variety of platforms available to interact with customers, and the demands of customers can be overwhelming. It can especially be daunting for the leaders. But service excellence is possible in every service organization, yours too. In this engaging fun program, Stacey shares her best tools and expertise how she has been delivering and creating customer service excellence with organizations for over 15 years.</p> <p>In this session you will learn how:</p> <ul style="list-style-type: none"> * To define customer service excellence and how it is delivered in your organization. * To implement tweaks to your training programs to develop excellence in your employees. * To develop coaching skills to push your teams to excellence. * To create an action plan towards customer service excellence. <p>Speaker info at: thecustomerservicegurus.com</p>
2:45-3:15	Panel Discussion: Adjusting to change in the Box Office Panel Members: Mardi Dilger from the Marlins, Laura Zehe, and Araina Eber	<p>Dealing with change can be difficult. Join us in this panel discussion and share in others experiences and tips.</p> <p>Topics include:</p> <ul style="list-style-type: none"> • Dealing with management changes (individuals) • Dealing with Organization management changes (company changes) • Dealing with changing ticketing systems • other change issues and the need for flexibility
3:15-3:30	Networking Break	Grab something to munch on and mingle with our sponsors!
3:30-4:00	Q&A Session	Didn't hear your question earlier? New question come up? Stick around for this last session and discuss with your peers.
4:00-4:30	Visit the Museum of Performing Art and Culture	Located in the Wildstein Center for the Performing Arts: Permanent archaeological collection of Indian Artifacts.