



SAVE the WHALES!!

How to keep clients and attract new ones with Data and Mobile.

Special Guest:

Kurt Schwartzkopf

Senior Vice President of NBA/NHL Arenas for Ticketmaster

The Differencemakers

Audience: Chief Revenue, Chief Marketing, & Chief Sales Officers

Date: Friday, November 6, 11:30 am – 1:00 pm.

Program:

1. Overview – How Professional sports teams and arenas deal with the challenges that many businesses face on a day to day basis:
2. Media Fragmentation;
3. Dealing with a social and mobile world ;
4. Data Explosion:
5. the Customer experience – how to stay ahead of trends by using analytics and mobile technologies;
6. Q&A

Location: CACI, 1600 Broadway, Suite 1000.

Parking: Self-parking is available in the building for \$8/hour.

Recommended: street parking on Lincoln between 16th and 17th, or in the surface lot at 16th & Sherman.

Agenda:

11:30 AM to 12:00 PM – Arrival and networking; Lunch provided by Qdoba, Jessica Salrin

12:00 PM – 12:45 – Presentation and Q&A

12:45 PM – Adjourn

12:45 PM – 1:100 pm – Mingling, opportunity for guests to speak with Kurt.

[Please click here to RSVP to me as time permits.](#)



The banner features a portrait of Kurt Schwartzkopf on the left, a red title bar at the top, and event details in the center. On the bottom left is a partial image of a classical building, and on the bottom right is a blue triangle logo with a red 'C'.

Special Event for Revenue Executives

"Save the Whales" - How to Keep Clients and Attract New Ones with Data and Mobile

SPECIAL GUEST KURT SCHWARTZKOPF
Senior Vice President of NBA/NHL Arenas for Ticketmaster

FRIDAY, NOVEMBER 6, 11:30 AM – 1:00 P.M.
Location: 1600 Broadway, Suite 1000, Denver