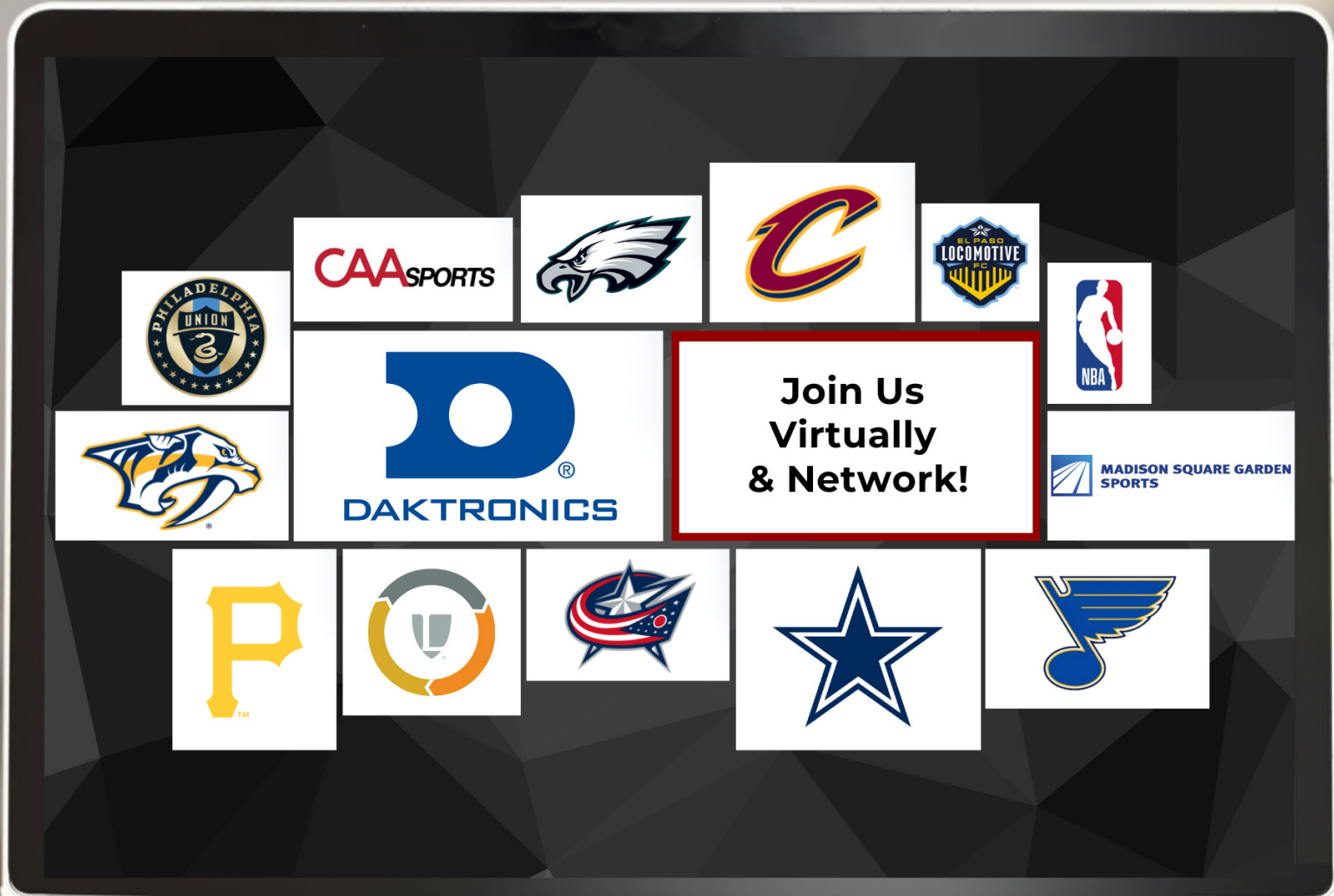




# NATIONAL SPORTS FORUM

May 15, 2024

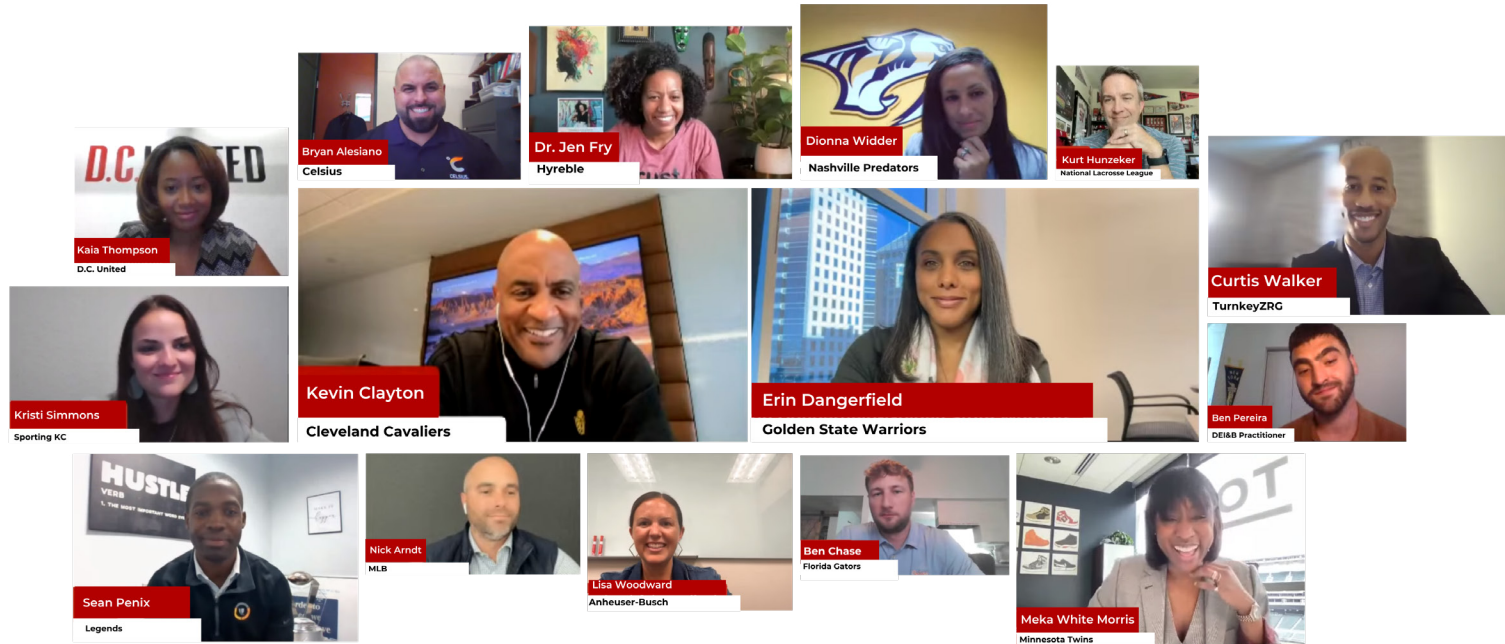


FOR MORE INFORMATION: [WWW.SPORTS-FORUM.COM](http://WWW.SPORTS-FORUM.COM)

# 2024 NSF VIRTUAL SPRING SUMMIT

May 15, 2024

We are excited to host the **NSF Virtual Spring Summit** on **May 15, 2024** and connect with a variety of innovative leaders around the industry. The NSF Virtual Spring Summit will provide attendees the opportunity to experience the same networking, education, and idea-sharing that they're used to at the live Forum, but right at their fingertips.



To register & for more information visit <https://sports-forum.com/virtual-spring-summit/>  
or contact Ailish Hutchings [ailish@sports-forum.com](mailto:ailish@sports-forum.com)

Time	PROGRAM (All Programming Virtual)	SPEAKERS
10:00am	Opening Welcome & Introductions	<b>Ron Seaver</b> , <i>President; National Sports Forum</i>
10:05am	<b>Opening Speaker: "The Legends of the Game presented by Steve DeLay: A Candid Conversation with Four Leaders that have Defined our Business"</b>	Moderator: <b>Steve DeLay</b> , <i>Owner; Macon Bacon, Florence Flamingos</i> Panelists: <b>Chad Estis</b> , <i>EVP; Dallas Cowboys</i> <b>Marcia Steinberg</b> , <i>VP, Team Marketing &amp; Business Operations; NBA</i> <b>Howie Nuchow</b> , <i>Co-Head; CAA Sports</i> <b>Scott O'Neil</b> , <i>CEO; Merlin Entertainments</i>
11:00am	<b>Super Panel: "Modern Workforce Magic: Tactics for Attracting, Compensating &amp; Energizing Your Team"</b>	Moderator: <b>Dan Rossetti</b> , <i>President, Ascension Sports Partners</i> Panelists: <b>Courtnei Mosley</b> , <i>Chief People Officer; Nashville Predators</i> <b>Kristie Pappal</b> , <i>VP, Human Resources; Philadelphia Eagles</i> <b>Charlie Slonaker</b> , <i>Chief Revenue Officer; Philadelphia Union</i> <b>Brad Nagel</b> , <i>Sr. Director of Talent Acquisition; Chicago Cubs</i>
12:00pm	Mid-day Break - Networking Areas Open for Attendees	
12:15pm	<b>DISCIPLINARY WORKSHOPS</b>	
	<b>DATA MANAGEMENT &amp; ANALYTICS</b>	<b>Hallie Olson</b> , <i>VP, Global Partnerships; Cleveland Cavaliers</i> <b>Katie Payne</b> , <i>Business Strategy Analyst, Cleveland Guardians</i> <b>Jeremy Halek</b> , <i>Senior Director of Consumer Marketing, Cleveland Cavaliers</i>
	<b>CUSTOMER SERVICE &amp; RETENTION</b>	<b>Joe Fontanetta</b> , <i>Manager, Corporate Partnership; NASCAR Hall of Fame</i> <b>Sam Ross</b> , <i>Sports Strategy Lead; Tradable Bits</i> <b>Alicia Taggio</b> , <i>Director of Customer Success; Tradable Bits</i>
	<b>SALES ALL-STARS</b>	<b>Will Ellerbruch</b> , <i>National Sales Manager; Daktronics</i> <b>Andy Milovich</b> , <i>Chief Marketing Officer, Awarity</i> <b>Bridget Kakos</b> , <i>Sr. Director, Corporate Partnership Activation, Cleveland Browns</i> <b>Eric Cain</b> , <i>Sales Representative, Daktronics</i>
	<b>SPONSORSHIP ACTIVATION</b>	<b>Becky Lee</b> , <i>Senior Director, Corporate Partnerships &amp; Suites; El Paso Locomotive FC</i>
	<b>SOCIAL &amp; DIGITAL MEDIA</b>	<b>David Kosydar</b> , <i>Client Services; Awarity</i> <b>Jennifer Johnson</b> , <i>Director of Athletic Marketing and Promotions; Belmont University Athletics</i>
1:15pm	<b>BUDWEISER NETWORKING LOUNGE</b> <small>Presented By:</small> 	
2:00pm	Afternoon Break - Innovation Showcase is Open. Come Check it Out!	
2:15pm	Welcome Back & Introduction of Planning Committee	<b>Ron Seaver</b> , <i>President; National Sports Forum</i>
	<b>Super Panel: "NSF Tech Titans: Revolutionizing the Business of Sports Through Innovation"</b>	Moderator: <b>Tyler Santos</b> , <i>VP, Business Development, National Sports Forum</i> Panelists: <b>Brian Alford</b> , <i>Principal Solutions Consultant; SAS Institute</i> <b>Kristin Geer</b> , <i>CEO, AppCats</i> <b>Nick Lockwood</b> , <i>Co-Founder, Partnerbrite</i> <b>Edward Meekins</b> , <i>Chief Strategy Officer; Cogny</i> <b>Bruno Scotton</b> , <i>Head of Business Development, Cogny</i>

Time	PROGRAM (All Programming Virtual)	SPEAKERS
3:15pm	<b>BREAKOUT SESSIONS #1</b>	
	<b>TICKET SALES</b> "TBD"	<b>Spencer Combs, CEO; Eventshop</b>
	<b>FAN ENTERTAINMENT</b> "Batting 1.000 - Providing Championship-Caliber Fan Experience"	<b>Kelly Ross, Manager, Employer Brand Strategy &amp; Communications; Pittsburgh Pirates</b>
	<b>DATA ANALYTICS &amp; BUSINESS INTELLIGENCE</b> "TBD" Presented By: <b>YouGov</b>	<b>Ted Harwood, VP Sport-Media; YouGov</b> <b>Nicole Holloman, Director, Sport-Custom Research; YouGov</b>
	<b>DIVERSITY &amp; INCLUSION</b> "Creating a Culture of Growth"	<b>Sean Penix, VP, Sales, Events &amp; Tours; Legends</b>
	<b>CUSTOMER SERVICE &amp; RETENTION</b> "Inside the World of Relationship Selling & Service"	<b>James Smith, Manager, Service &amp; Retention; Madison Square Garden Sports</b>
4:20pm	<b>BREAKOUT SESSIONS #2</b>	
	<b>SPONSORSHIP</b> "Driving Revenue & Value-Focused Activations Around Merchandise" Presented By: <b>BDA SPORTS</b>	<b>Steve Avnessian, EVP Client Services, Sports Marketing; BDA</b> <b>Katie Jackson, Co-Founder/CEO; Cuento Marketing</b> <b>Morgan Weber, Director of Corporate Partnership Services; Carolina Hurricanes</b> <b>Natalya Pyatkovska, Sr. Director, Partnership Marketing; LAFC</b>
	<b>TECHNOLOGY</b> "Innovating the Game: How Technology is Revolutionizing Sports Business"	<b>David Steele, Director - Sportstech; Plug and Play</b> <b>Rijo Walker, Programs Manager; Plug and Play</b> <b>Alex Hemmerlien, Ventures Associate; Plug and Play</b> <b>John Ralston, CEO/Co-Founder; Neursantys</b>
	<b>FAN ENGAGEMENT</b> "Top Fan Engagement in the NHL - A Deep Dive into Technology-Driven Experiences"	<b>James Giglio, CEO; MVP Interactive</b> <b>Magali Valiente, Manager, Innovation &amp; Digital Strategy; St. Louis Blues</b> <b>Ryan Chenault, VP, Marketing; Columbus Blue Jackets</b>
	<b>WILD CARD: BRANDING</b> "Beyond Boundaries: Revolutionizing Brand Experiences" Presented By: <b>bluemia</b>	<b>Paul Whitney, Executive Producer, Bluemia</b> <b>R.J. Orr, EVP &amp; Partner; Bluemia</b> <b>Daphne Wood, Director of Event Strategy, Partnerships and Revenue; NFL</b>
	<b>CAREER DEVELOPMENT</b> "Navigating your Career Journey"	<b>Nehemiah Pace, Senior Fan Services Executive; Atlanta Falcons</b>
5:20pm	<b>CLOSING REMARKS</b>	
5:30pm	<b>INNOVATION SHOWCASE:</b> <b>Great ideas &amp; programs you're going to want to know about!</b>	
	 	

\*Times and Sessions subject to change

# TAKE A PEEK AT SOME OF OUR SPEAKERS...



**HALLIE OLSON**  
*ViP, Global Partnerships  
Cleveland Cavaliers*



**HOWIE NUCHOW**  
*Co-Head  
CAA Sports*



**JAMES SMITH**  
*Manager, Service & Retention  
Madison Square Garden Sports*



**MAGALI VALIENTE**  
*Manager, Innovation & Digital Strategy  
St. Louis Blues*



**CHAD ESTIS**  
*Executive Vice President  
Dallas Cowboys*



**BECKY LEE**  
*Sr. Director, Corporate Partnerships  
El Paso Locomotive FC*



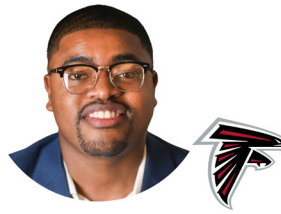
**RYAN CHENAULT**  
*VP, Marketing  
Columbus Blue Jackets*



**SEAN PENIX**  
*VP Sales (Tours & Events)  
Legends*



**SCOTT O'NEIL**  
*CEO  
Merlin Entertainments*



**NEHEMIAH PACE**  
*Sr. Fan Services Executive  
Atlanta Falcons*



**KELLY ROSS**  
*Manager, Employer Brand  
Strategy & Communications  
Pittsburgh Pirates*



**KRISTIE PAPPAL**  
*VP, Human Resources  
Philadelphia Eagles*



**MARCIA STEINBERG**  
*VP, Team Marketing &  
Business Operations  
NBA*



**WILL ELLERBRUCH**  
*National Sales Manager  
Daktronics*



**COURTNI MOSLEY**  
*Chief People Officer  
Nashville Predators*



**EDWARD MEEKINS**  
*Chief Strategy Officer  
Cogy*

# ATTENDEE PRICING

**Thanks to Daktronics, we are able to offer this event to you completely free of charge!** All participants will not only receive a complimentary link to take in the Spring Summit live, but by registering, you'll also have access to all the session recordings up to a month after the conclusion of the Summit.

Register [HERE!](#)



**NATIONAL  
SPORTS FORUM**

May 15, 2024

**GENERAL  
ADMISSION**

Live Session Access	✓
Innovation Showcase Access	✓
Networking Access	✓
Attendee Roster	✓
Breakout Session Decks	✓
1 Month Replay Access	✓
<b>Pricing Per Event</b>	<b>FREE</b>

## REGISTER NOW



Take advantage of our FREE Virtual Event & receive access to recordings of each session for up to 30 days following the conclusion of the Spring Summit!

To register or for more information visit <https://sports-forum.com/virtual-spring-summit/> or contact Emily Crawford at [emily@sports-forum.com](mailto:emily@sports-forum.com)

## SPONSORSHIP OPPORTUNITIES

Join us and make your mark by becoming a sponsor during the 2024 NSF Virtual Summit Series and grow your business in the professional and collegiate sports industry. As a sponsor, you can have the opportunity to display thought leadership, generate brand awareness, and interact with a large audience of influential sports executives in a dynamic virtual setting.

Opportunities to show off your products/services start as low as [\\$2,995 with our Innovation Showcase!](#)

The NSF Innovation Showcase is designed to expose innovative companies operating in the sports industry to attendees at the Virtual Spring Summit. Have the opportunity to speak for 20 minutes discussing how YOUR solutions can be utilized by our audience of sports properties, agencies, and corporate partners OR bring on a client to give a testimonial themselves!

### Overview of Program & Cost to Get Involved

#### NSF Innovation Showcase Participant: **\$2,995**

- ◆ Three (3) Attendee Badges
- ◆ 20-minute Speaking Session

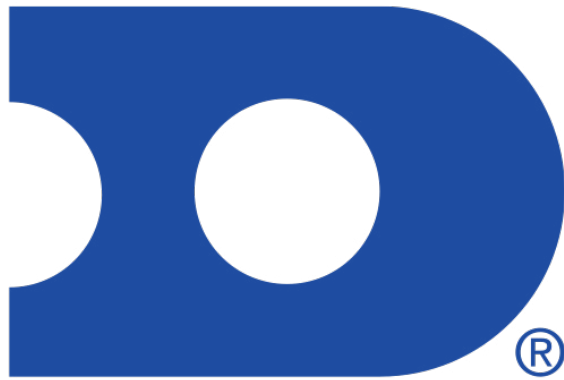
### Looking For A More Prominent Presence?

#### Strategic Partner: **\$5,000**

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Max Gilman at [max@sports-forum.com](mailto:max@sports-forum.com) | (978) 866- 1205  
Lincoln Cooley at [lincoln@sports-forum.com](mailto:lincoln@sports-forum.com) | (831) 345- 4164

# THANK YOU

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2024 VIRTUAL SPRING SUMMIT SPONSOR



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& STRATEGIC PARTNERS:



## 2024 Virtual Spring Summit PLANNING COMMITTEE

**Becky Lee**

*Sr. Director Corp. Partnerships & Suites, El Paso Locomotive FC*

**Sam Ross**

*Sr. Director, Partnerships, Tradable Bits*

**Dan Rossetti**

*President, Ascension Sports Partners*

**Joe Fontanetta**

*Manager, Corporate Partnerships, NASCAR Hall of Fame*

**David Kosydar**

*Client Services, Awarity*

**Hallie Olson**

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**Will Ellerbruch**

*National Sales Manager, Daktronics*

