

## **2023 Event + Team Director Conference Agenda**

### **Wednesday, November 1**

- Attendees begin to arrive (Meet in Hotel Lobby at 6:30pm for group dinner option)

### **Thursday, November 2**

#### **8:30am Welcome (5 min)**

- 1. Christine Brennan (45 min)**
- 2. Media Panel (30 min)**
  - A. Alison Tetrick
  - B. Richard Pestes
  - C. Brad Sohner
- 3. Maximizing Paid Media: Brad Sohner (20 min)**
- 4. In-race Live Broadcast: Danial Holloway (10 min)**
- 5. Listen Live: Rob Laybourn/Brad Sohner (10)**

#### **10:30 10 Minute Break**

- 6. ACC Update: TBD (15)**
- 7. Sponsorship Q/A (45)**
  - A. Patrick Lowe and Meredith Geisler
- 8. Sponsorship Marketing Association: Paula Beadle (20)**

#### **12:00 Lunch (60 min)**

#### **1:00pm**

- 9. Course Safety (45 min)**
- 10. Team Panel (45 min)**
  - A. Thomas Craven
  - B. Catherine Fegan-Kim
  - C. Jake Castor
- 11. Governance Panel (30 min)**
  - A. Cari Higgins, USA Cycling Board Chairman
  - B. Alison Tetrick, USAC Cycling Board Athlete Rep

#### **3:00 PM 15 Minute Break**

**12. NAPRD/Teams Caucus: Discussion Topics/Issues of Concern (45 min)**

**4:00 PM NAPRD Annual Meeting (NAPRD Members Only):**

**13. NAPRD Clarifying Member Guiding Principles and Qualifications (15 min)**

**14. NAPRD Board Nominations and Vote (15 min)**

**15. 2024 Conference Location and Planning Committee (15 min)**

**4:45 PM Adjourn**

**5:30 PM Cocktails**

**6:30 PM NAPY Awards and Dinner**

## **Friday, November 3**

**8:30am Welcome (5 min)**

**1. One Plan: Devin McKinley (25 min)**

**2. Placer AI: Gabe Lloyd (15 min)**

### **USAC**

**3. National Events Update: Kyle Knott (15 min)**

**4. Grassroots Events, State of the State w/racing trend: Trish Black (15 min)**

**5. Marketing for Grassroots Events/New technology: KK Santos (15 min)**

**6. Membership, What's new and why: Eric Bennett (15 min)**

**10:25 15 Minute Break**

**7. Future Plans, Sanctioning revamp and pilot programs: Erika Lehman (15 min)**

**8. Q/A (15 min)**

**9. USAC Feedback from Thursday NAPRD/Team Caucus (30 Min)**

**Adjourn**