

SCHEDULE

WHEN	WHAT'S HAPPENING	WHERE
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ARRIVAL DAY • TUESDAY, APRIL 23

7:00 PM – 10:00 PM	sponsorshipX Kickoff Party Presented by IMI International	Holston House Rooftop
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DAY 1 • WEDNESDAY, APRIL 24

9:00 AM – 10:00 AM	Networking Breakfast	The Bridge Building, Cumberland Room
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9:00 AM – 1:00 PM	Registration	The Bridge Building
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<p>Under the Lights Mark Harrison, President & CEO, The T1 Agency and Chairperson, sponsorshipX</p>	The Bridge Building, Cumberland Room
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<p>NFL Leaders Panel Julie Haddon, SVP, Global Brand & Consumer Marketing, NFL Maryann Turcke, Chief Operating Officer, NFL Renie Anderson, Chief Revenue Officer & EVP, NFL Partnerships Moderator: Mark Harrison, President & CEO, The T1 Agency and Chairperson, sponsorshipX</p>	The Bridge Building, Cumberland Room
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10:00 AM – 12:30 PM	Don Mayo, Managing Partner, IMI International	The Bridge Building, Cumberland Room
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<p>Esports Panel Discussion Wendy Lecot, Head of Strategic Alliances & Digital Marketing Innovation, HyperX John Davidson, Head of GameStop Partnerships, GameStop Jason Lake, Founder & CEO, Complexity Gaming Moderator: Mark Harrison, President & CEO, The T1 Agency and Chairperson, sponsorshipX</p>	The Bridge Building, Cumberland Room
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<p>Sponsor Spotlight Krista Massey, SVP, Marketing Purpose Activation & Engagement, SunTrust Bank Bridget Sponsky, Senior Director, Enterprise Marketing, Ally Financial Derek Ruediger, Brand Director, Glenmorangie & Ardbeg, Moët Hennessy USA Cassandra Kilareski, Director, Olympic Marketing, Bridgestone Americas Moderator: Mark Harrison, President & CEO, The T1 Agency and Chairperson, sponsorshipX</p>	The Bridge Building, Cumberland Room
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WHEN	WHAT'S HAPPENING	WHERE
DAY 1 • WEDNESDAY, APRIL 24		
12:30 PM – 1:30 PM	Networking Lunch & Flag Football Draft	The Bridge Building, Cumberland Room
2:00 PM – 3:30 PM	Partnerships with a Purpose Tiffany Kerns, Executive Director, CMA Foundation Emily Evans, Senior Director, Strategic Partnerships, CMA	Country Music Association
	Performance Mini Songwriters Series	Country Music Association
	Exploring the Noteworthy Trends in Music & Entertainment Becca Higgins, Talent Buyer, Blue Note Entertainment Group Steph Mirsky, Marketing & Creative Director, Kevin Lyman Group Austin Hawkins, Marketing & Sponsorships, Warner Music Nashville Moderator: Sean Goodall, Account Director, The T1 Agency	Country Music Association
4:00 PM – 4:30 PM	The Future of Football Technology Stephen Buzby, CEO, Revel Marketing Jeff Lewis, Founder, American Flag Football League (AFFL) Jennifer Rottenberg, CMO, Fan Controlled Football League	Vanderbilt Stadium, Media Box
4:30 PM – 6:30 PM	sponsorshipX Flag Football Tournament	Vanderbilt Stadium
6:00 PM – 8:00 PM	Evening Break	
8:00 PM – 11:00 PM	NashNotes Presented by SunTrust Bank Curated Music & Dinner Experience featuring Christopher Wray, Director of Music, In House Music + Sound	The Bell Tower

SCHEDULE

WHEN	WHAT'S HAPPENING	WHERE
DAY 2 • THURSDAY, APRIL 25		
8:00 AM – 9:00 AM	Networking Breakfast	The Bridge Building, Cumberland Room
8:00 AM – 1:00 PM	Registration	The Bridge Building
	<p>NFL as a Platform: Brand Building from Three Different Perspectives Sheri Barros, Strategic Director, Global Sports Alliances, American Cancer Society Jessica Williams, Senior Director, Global Product Marketing, Visa Marquay Baul, Founder, Integra Private Wealth Management Moderator: Mark Harrison, President & CEO, The T1 Agency and Chairperson, sponsorshipX</p>	The Bridge Building, Cumberland Room
	<p>City on the Rise Ian Ayre, CEO, Nashville Soccer Club</p>	The Bridge Building, Cumberland Room
9:00 AM – 12:00 PM	<p>Visa X IMG Fashion: The Road to Hudson Yards Liz Kaiser, Senior Marketing Director, Visa</p>	The Bridge Building, Cumberland Room
	<p>Passion X Culture – 15 Years of the GRAMMYS Putting Brands in the Spotlight Evan Greene, Former CMO, The Recording Academy (The GRAMMYS) and Partner, 3 Emerald Marketing</p>	The Bridge Building, Cumberland Room
	<p>Behind the Draft: From Radio City to Nashville Matthew Shapiro, Vice President, Event Strategy & Integration, NFL Moderator: Mark Harrison, President & CEO, The T1 Agency and Chairperson, sponsorshipX</p>	The Bridge Building, Cumberland Room
12:00 PM – 1:00 PM	Lunch	The Bridge Building, Cumberland Room
	<p>Debunking the Myths and Misconceptions of the Working Millennial Moderator: Norm O'Reilly, Partner Consultant, The T1 Agency and Assistant Dean of Executive Programs & Professor, University of Guelph Katie Foglia, Senior Manager, Innovation, 4Front John Nowicki, Senior Manager, Partnerships, Oakland Athletics Abby Jacobs, Community Marketing Manager, DICK'S Sporting Goods Darryle Bajomo, Manager, Partnership Sales, Pittsburgh Penguins</p>	The Bridge Building, Cumberland Room
1:00 PM – 4:00 PM	<p>Sponsor Responsibility: Comparing Esports Fans' and Traditional Sports Fans' Responsiveness to Brands Katrina Palanca, Director, Sponsorship Operations, Twitch Nicole Pike, Managing Director, Nielsen Esports Sam Galey, GM, Evil Geniuses Adam Honig, Senior Director, Strategic Accounts, MVPindex</p>	The Bridge Building, Cumberland Room

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DAY 2 • THURSDAY, APRIL 25		
1:00 PM – 4:00 PM	Youtube Sports Zach Glare, Global Sports Sales Lead, YouTube	The Bridge Building, Cumberland Room
	Spotlight on Fan Engagement Scott Tilton, Co-Founder & CEO, Hookit Matt Martelli, CEO, Mad Media	The Bridge Building, Cumberland Room
	NFL Partners Panel Justin Toman, Head of Sports Marketing, PepsiCo Rachel Meyer, Director, Sports & Multicultural Marketing, Pizza Hut Jeffrey Rothman, VP Marketing, Danone North America Moderator: Mark Harrison, President & CEO, The T1 Agency and Chairperson, sponsorshipX	The Bridge Building, Cumberland Room
4:00 PM – 6:00 PM	Afternoon Break	
6:00 PM – 11:00 PM	NashBash Draft Viewing Party	Broadway Strip