

# WHY ATTEND?

## LEARN & COLLABORATE WITH THE BEST

SEAT Conference is famous for deep dive sessions on all tracks - CIO/IT, Digital & Ticketing. The agenda is developed in collaboration with the SEAT Steering committee with representatives from NFL, MLB, NHL, NCAA and international leagues in UK & Europe.

Over 700 sports business executives attended SEAT Miami over 3 days.

## WHAT YOU GET FROM SEAT 2015

- Sunday - Tour of Levi's Stadium with San Francisco 49ers executives
  - Technology decisions explained and future plans
- Networking events - Wine Tasting and Technology tour of AT&T Park
- All-In Keynotes - Covering big issues facing sports teams & venues
- Deep dive track sessions - Case studies, in-depth discussions on success & failures
- Closed Door Sessions - No vendors allowed, where the best discussion happens
- Sponsors committed to growing your business, Christine sets the bar very high for sponsors to collaborate with teams not big sales pitches at SEAT.

## WHO SHOULD ATTEND?

**CEO** - Executives looking to get a good overview of IT, Digital & CRM will learn from the best.

**CIO/IT** - Looking to solve governance, Wi-Fi, Data warehouse issues?

**Digital** - Your digital team will learn from a mix with the best in the business

**CRM** - Thought leaders in CRM & ticketing will be attending with many teams at different stages to learn from & discuss data strategies and ticketing efforts.

## SPORTS GEEK SPECIAL OFFER

I want to see more Australian & New Zealand sports executives at SEAT in San Francisco.

I have secured a special price for first time attendees of ONLY \$325 USD per attendee.

Want to send multiple people? Email me [sean@SportsGeekHQ.com](mailto:sean@SportsGeekHQ.com)



**SEANCALLANAN**  
@SeanCallanan

SEAT Conference is the best way for you to connect with sports executives around the world.

The “study trip” is dead, meet over 50 teams in 3 days and make real connections with multiple sports and venues.

## KEY LINKS

[Recap of SEAT 2014](#)

[Listen to SEAT Panel - NFL, MLB, ESPN, Patriots](#)

[Christine Stoffel on building SEAT](#)