



Sports and Entertainment Marketing Conference

December 12, 2015
Alliant Energy Center, Madison

Featuring



Comedian Tom Brady

Tom Brady is a comic living in Chicago by way of Bloomington, IN. His personal, yet disarmingly silly style led to him winning the Bloomington Comedy Festival, held at the Comedy Attic in Bloomington, IN, and he's been named one of the Best of the Midwest for Laugh Fest 2015 in Grand Rapids. He's also been chosen to perform on the main stage at the Limestone Comedy Festival and Cincy Brew Haha Festival. Tom has been featured on Vice, NPR, and PBS, and recently he was named a "Comedian you should know" by Chicago Magazine.



2015-2016 Sports & Entertainment Marketing Conference Agenda

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|-------------------|--|---|--|
| 12:30pm – 12:55pm | Conference Registration <i>(Veterans Memorial Coliseum, East Lobby)</i> | | |
| 1:00pm – 1:45pm | Opening Session (Ice Bowl) <i>Tentative Presenters:</i> Tom Garrity: Owner/Partner/Investor of Madison Capitols Hockey Club, LLC, President/CEO of Sioux Falls Stampede, Founder/CEO of Quan Sports Marketing Greg Scalzo: Marketing Consult/Host of ESPN Madison | | |
| 1:45pm – 2:00pm | Break | | |
| | Be the Miracle <i>(Ice Zone)</i> | Capitols Marketing Team <i>(In-Arena Bowl)</i> | Funny Business <i>(Coliseum Club)</i> |
| | Plan “Be the Miracle” theme game night. Give 3 minute presentation on elements that go into this event (intermission activities, video board promotions, social media marketing, etc.) | Discussion with Madison Capitols Marketing team about successes & challenges of launching a new team. Topics will include branding, budget, target audience, entertainment, promotional marketing, etc. | Let comedian Tom Brady entertain you with a stand up performance. After the performance Tom Brady will discuss his marketing strategy to book acts around the country. |
| 2:00pm – 2:45pm | Black Team | Red Team | Blue Team |
| 2:45pm – 3:00pm | Break | | |
| 3:00pm – 3:45pm | Blue Team | Black Team | Red Team |
| 3:45pm – 4:00pm | Break | | |
| 4:00pm – 4:45pm | Red Team | Blue Team | Black Team |
| 4:45pm – 5:00pm | Break | | |
| 5:00pm – 5:45pm | Conference Wrap Up (Ice Bowl) <i>Tentative Presenter:</i> Representative from Minnesota Wild | | |
| 5:45pm-7:00pm | Dinner <i>(Hall C Alliant Energy Center)</i> | | |
| 7:00pm – 10:00pm | Madison Capitols Hockey Game vs. Dubuque Fighting Saints <i>(Ice Bowl)</i> | | |



Conference Cost

Registration (October 12th – November 12th)

\$50.00 per attendee

Cost Includes

- Industry speakers sharing insight and knowledge on sports marketing and entertainment
- Interactive workshops hosted by the Madison Capitols Marketing Team
- Interactive workshop hosted by Comedian Tom Brady
- Networking with WI DECA members from all around the state
- Buffet dinner at the Alliant Energy Center
- Admission to the Madison Capitols Dubuque vs. Fighting Saints Hockey Game
- Conference T-Shirt

Parking and Drop Off

- There is no cost for parking. Parking will be available at the Alliant Energy Center. **More information to follow on where to park your vehicle during the conference.**
- Buses can drop off and pickup up at the East Entrance of the Alliant Energy Center

Dress Code

- WI DECA Chapter Pride Guidelines – Jeans, khakis, shorts, athletic shoes. (Athletic style clothing such as track pants, sweat pants, or leggings are not allowed)
- Jeans must not have rips, holes, tears, etc.
- WI DECA will provide a conference t-shirt. Students should wear these shirts at the event. Shirts will be handed out at registration. Please come dressed to have fun BUT keep in mind we will be interacting with industry professionals

Chaperones

- Student to Adult Ratio = 16:1

Online Registration

- Online registration will be open until **November 12, 2015** Online registration is available at: <https://www.decaregistration.com/wi-lab/Main.asp>
- You will **not** need to select an event or team for your chapter. WI DECA will assign students into workshops.
- Please make sure you indicate the t-shirt size required for each participant.
- Any cancelations after November 12, 2015 will not receive a refund.
- Admission to the Madison Capitols game is included in your registration cost
- If you are **NOT** planning on attending the game, we ask that you indicate this in the **SPECIAL NEEDS** section during registration (this will not change your registration cost).
- We will be a buffet dinner at the conference. Please indicate any special requests under special needs when registering. Terri Mackey will contact you and let you know if we are able to accommodate.

Codes of Conduct

- Codes of Conducts are required for all attendees
- Click below for access to these forms
 - [Student Code of Conduct](#)
 - [Advisor Code of Conduct](#)
 - [Administrator Code of Conduct](#)
- Code of conducts are due: **December 1, 2015**
- **NEW THIS YEAR:** To help you keep track of who has submitted their forms, Terri Mackey has created a google spreadsheet that includes everyone who has submitted their forms so far. The link to this spreadsheet is: <http://bit.ly/1L1jAor>
 - Starting on November 16th, Terri Mackey will update this spreadsheet every Monday so you can see who has completed the form and who still needs to submit their form. If you would need to see an updated list before the next update comes out the following Monday, please email Terri Mackey at widecacenterdirector@gmail.com.

Optional Overnight Housing

- A room block has been reserved at the [Sheraton Madison Hotel](#) to accommodate any housing needs for your chapter.
- Wisconsin DECA rate: **\$95.00** per room
 - **CALL EARLY! There are a limited number of rooms available at this rate. First come first serve!**
- Reservations will be made on your own by **November 23, 2015**
- To make your reservation:
 - Call 888-627-7077 and mention the Wisconsin DECA block to get the discounted rate.
- All payments for the hotel must be made directly with the hotel.
- Parking is available at the hotel for buses and school vans.