



2025 SCHEDULE OF EVENTS

All classes held at *McCourt School of Public Policy | 125 E St. NW*
Hotel - The Royal Sonesta - Capitol Hill | 20 Massachusetts Ave. NW

SUNDAY, APRIL 6

6:30-8:00 PM **Registration Open/Opening SES Reception**

Location: Dubliner Restaurant at Capitol Hill, 4 F St NW, Washington, DC 20001, 3 min walk from The Royal Sonesta

MONDAY, APRIL 7

8:15-9:00 AM **Breakfast at McCourt School of Public Policy**

9:00-9:15 AM **Welcome & Opening**

9:15-10:15 AM **Leading in the Age of AI: How Artificial Intelligence Can Help or Hinder Your Emotional Intelligence**

Andrew Marshall, Co-Founder and Executive Coach, Model Leader

As we advance in the use of Artificial Intelligence, we must keep up with our Emotional Intelligence. This interactive session will focus on how leaders can use technology to bring out their best as human beings; how artificial intelligence can make way for greater emotional intelligence; and how leaders can use this technology strategically. Leaders will leave the session with new understanding, tools, and commitments to embrace the best of technology while holding true to the best of humanity.

11:00 AM-12:15 PM **Intersection of Fan Engagement and Technology, the Most Important Place in Venue Management**

Britton Stackhouse, President, Fortress North America, and Steve Goodman, Adjunct Professor, Georgetown University Sports Industry Management Master's Program, and Vice President, Business Development, Fortress US

In this discussion we will explore the intersection between fan engagement and technology in venues and how, when deployed and leveraged correctly, technology can exponentially improve:

- Fan/customer/guest experience
- Employee efficiency and overall well being
- Revenue
- Security (cyber and physical)
- Venue operations

12:15-1:15 PM **Lunch**

1:15-2:45 PM **Inclusion Elevated: Leading across Generations with Excellence**

Sherron Washington, Founder and CEO, The P3 Solution

In today's multi-generational workplace, senior executives must navigate the complexities of inclusion and leadership to create cohesive and high-performing teams. This dynamic session explores the principles of Inclusion Excellence, identifies communication barriers among generations, and equips leaders with actionable strategies to bridge these gaps. Through interactive discussions and real-world examples, participants will gain the insights and tools needed to lead inclusively, foster collaboration, and elevate organizational success.

3:00-4:30 PM **Negotiating Agreements with Better Results**

Amy Minniti, Adjunct Professor, Georgetown University Sports Industry Management Master's Program, and Senior Vice President and General Counsel, Fortress US

In this session, we will explore the inner workings of and best practices for negotiating contractual agreements from a legal perspective. We will review a standard sponsorship agreement template and discuss what key provisions mean, which legal provisions are often negotiated and why, and which become the most relevant in a dispute. We will do a deep dive into exclusivity management and then conclude with an exercise that will help you avoid common pitfalls that lawyers notice in negotiations. Our session will be designed to help you communicate more clearly and effectively in negotiations and, therefore, achieve better results.

4:30-4:45 PM **Final Thoughts for the Day**

6:45 PM **Washington Nationals vs. Los Angeles Dodgers, MLB Baseball Game at Nationals Park**

First pitch at 6:45 PM

TUESDAY, APRIL 8

8:15-9:00 AM **Breakfast at McCourt School of Public Policy**

9:00-9:15 AM **Morning Announcements**

9:15-10:45 AM **Strategic Goal Setting for Sports and Entertainment Venues**

Carol Blymire, Faculty Director, Georgetown University Public Relations and Corporate Communications Master's Program

Event and sports venues are more than just places for entertainment—they serve as vital hubs for community engagement, economic growth, and cultural expression. In this session, you will learn about the importance of strategic goal setting and how to address the needs of key stakeholders. The session will also cover best practices for communicating the strategic plan both internally to staff and management and externally to partners and the public.

11:00 AM- **The Business Case for Sustainability**

12:15 PM *Kristen Fulmer, Head of Sustainability, OVG, and Director of GOAL*

While sustainability can be an altruistic investment, it is critical for sustainability to be a part of good business practice. This session will share examples of ways that sustainability can add value to an organization and will also facilitate solutions of ways to integrate sustainability to take back to each venue.

12:15-1:15 PM **Lunch**

1:15-3:15 PM **Responding to a Security Scenario: A Facilitated Roundtable with the Cybersecurity and Infrastructure Security Agency (CISA), United States Department of Homeland Security (DHS)**

IAVM SES participants will be led by a team of experts from CISA through a facilitated roundtable featuring a narrative scenario exercise that will be interactive and instructive.

3:30-4:30 PM **Beyond the Game: Harnessing Sports for Social Impact and Responsibility and a Model for Venues**

Joanne Pasternack, Adjunct Professor, Georgetown University Sports Industry Management Master's Program, and Executive Director, Laureus USA Sport for Good Foundation.

4:30-4:45 PM **Final Thoughts for the Day**

5:30 PM **Interactive Cooking Experience at The Walter E. Washington Convention Center**

Hosted by Events DC and Aramark

WEDNESDAY, APRIL 9

8:15-9:00 AM **Breakfast at McCourt School of Public Policy**

9:05-10:15 AM **Coffee and Conversation with Zachary Leonsis of Monumental Sports & Entertainment**

Bobby Goldwater, CVE, Interim Faculty Director, Georgetown University Sports Industry Management Master's Program, and Past Chair, IAVM Academic Committee

As President of Media & New Enterprises for Monumental Sports & Entertainment, Zach Leonsis oversees his organization's media and network operations, team rights agreements, media revenues, and all corporate development activities which include M&A, venture capital and private equity investment opportunities. With Monumental commencing a major renovation of its 20,000-seat Capital One Arena and undertaking other significant initiatives, Zach will have subjects of interest and a range of perspectives to share with venue executives during his visit.

10:30 AM-
12:00 PM

The AI Advantage: Transforming Live Experience, Operations, and Engagement Across Sports and Entertainment Venues

Dr. Frederic Lemieux, Founding Faculty Director, Georgetown University AI Management and IT Management Master's Programs

This session explores the transformative impact of Artificial Intelligence across the live events ecosystem. With a focus on real-world applications and strategic foresight, the presentation analyzes how AI is reshaping operational efficiency, enhancing audience experience, and unlocking new revenue streams. Special attention will be given to the sports industry, where AI is profoundly transforming how teams, athletes, and organizations operate, compete, and engage with fans. From performance analytics and injury prevention to dynamic ticketing, personalized marketing, and immersive venue experiences, AI is redefining the core functions of how live entertainment is produced, consumed, and monetized.

12:00 – 1:00 PM **Lunch**

1:00-2:30 PM **Multigenerational Communication**

Dr. Wendy Zajack, Faculty Director, Georgetown University Integrated Marketing Communications and Design Management Communications Master's Programs

According to a 2025 World Economic Forum report, for the first time ever, five generations are a part of today's workforce. This includes the often misunderstood Gen Zs who comprise roughly 18 percent of the global workforce in 2024. As leaders, how do we balance the various needs, expectations and work styles of each of these different generations and how do we use this tension to transform our business practices and corporate cultures? Each generation brings with them specific knowledge, ideas and perspectives that if cultivated and channeled could lead to innovation. Through interactive activities and discussion, participants will leave this workshop with actionable ideas, insights and strategies to engage and communicate with their multi-generational workforce.

2:30-3:00 PM **Closing Comments**

5:00 PM **Special Tour of the Historic Warner Theatre**

Thank You to our exclusive SES sponsor

