

9:00 AM - 8:00 PM Sunday, July 28

Check-In and Information Desk
Skyline Foyer

9:00 AM - 4:30 PM Sunday, July 28

The Success Studio
Skyline Foyer

9:00 AM - 11:30 AM Sunday, July 28

10-Minute Partners Skyline Foyer	10-Minute Tessitura Skyline Foyer	Sponsor Zone Skyline Foyer	Sunday Morning Coffee Skyline Foyer	Tessitura Solution Center Skyline Foyer
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10:00 AM - 10:30 AM Sunday, July 28

TLCC 101: Maximize Your Conference Experience
W190

11:00 AM - 12:45 PM Sunday, July 28

Tessitura Network Chorus Rehearsal and Lunch
W196b

11:30 AM - 12:45 PM Sunday, July 28

Lunch: Let the Conference Begin! Skyline, W375cde	Sponsor Zone Skyline Foyer	Tessitura Solution Center Skyline Foyer
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1:00 PM - 1:45 PM Sunday, July 28

Conference Welcome: Disruption by Design and Innovation by Necessity
Skyline, W375ab

2:00 PM - 3:00 PM Sunday, July 28

Basic Education - Getting Started (two-part): Go to the Head of the Class W187a	Basic Fundraising - Structural Concepts (two-part): Setting the Stage for Success W187b	Basic Marketing - Campaigns, Appeals, and Sources (two-part): Campaigns, Appeals, and Sources, Oh My! W175	DBA by Default: We're on a Mission; Finding Your Niche as a New DBA W185cd	Diversity, Equity, and Inclusion: Planning for Everything and Everyone W181
Embrace Data Culture With CRM - Part One (Executive, two-part) W192	Innovating With TNEW: Where We're Going, We Don't Need Roads W178	Intro to Segmentation Engine: Sophisticated Segmentation Strategy W180	Monthly, Recurring, and Automatic Renewal Giving: Eternal Sustainers of the Paperless Pipeline W179	Pricing Rules and Pricing Strategies: How Pricing Rules Can Be Your Savior W184cd
Selling Fast for General Admissions: All at the Touch of a Button W186	Sponsor Zone Skyline Foyer	Tessitura Analytics Dashboards Hands-On Learning (repeated) W193b	Tessitura Analytics Deep Dive (repeated): Which Widget Will Tell Your Data Story? W190	Tessitura API - Intro and CRM (Developer Track): Get the Response You Want W193a
Tessitura for Finance Teams: Shaking Up the Finance Tree With System Synchronicity W176	Tessitura Solution Center Skyline Foyer		Tips and Tricks for Testing in Tessitura: Discovering the Unexpected, Confirming the Known W185ab	

3:00 PM - 3:30 PM Sunday, July 28

Afternoon Networking Break All Meeting Areas	Sponsor Zone Skyline Foyer	Tessitura Solution Center Skyline Foyer
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3:30 PM - 4:30 PM				Sunday, July 28	
Advanced Data Import Tools: Getting the Most Into Tessitura, and Then Some! W186	Basic Education - Next Level (two-part): Earn Your Extra Credit W187a	Basic Fundraising - Entry and Tracking (two-part): Running the Show W187b	Basic Marketing - Reporting and Analysis (two-part): So Much Data, So Little Time W175	Cross-Departmental Collaboration Face-Off: Silos Are Only Beneficial on Farms W179	
Data Storytelling for Marketing: Once Upon a KPI W185cd	Disaster Planning for Ticketing: Systems Are Down; Keep Calm and Carry On W184cd	Embrace Data Culture With CRM - Part Two (Executive, two-part) W192	Extending Functionality With Interceptors: A Little Code Goes a Long Way W180	Extractions and Segmentation: Marketing Like a Master W185ab	
Free and Non-Ticketed Event Attendance: You Can't Always Track What You Want... or Can You? W181	Google Analytics for TNEW: From Tracking Transactions to Hitting Your Goals W176	Info Session TBA W187c	Sponsor Zone Skyline Foyer	Tessitura Analytics Dashboards Hands-On Learning (repeated) W193b	
Tessitura Analytics for Philanthropy and Fundraising: You Want It, You Got It W178	Tessitura API - Custom Resources (Developer Track): Augment the API as You Need W193a		Tessitura Solution Center Skyline Foyer		

4:30 PM - 5:15 PM Sunday, July 28

Tessitura Network Chorus Rehearsal
 Skyline, W375ab

5:45 PM - 6:15 PM Sunday, July 28

Evening Intro and Tessitura Network Chorus Performance
 Skyline, W375ab

6:15 PM - 7:15 PM Sunday, July 28

Open Space Discussions: Setting the Agenda
 Skyline, W375ab

7:15 PM - 9:00 PM Sunday, July 28

Sunday Networking Dinner
 Skyline, W375cde

- Info
- General
- Workshop
- General Session
- Training
- Peer-to-Peer Presentation
- Quickfire Presentation
- Workshop-Analytics
- Panel Discussion
- Open Space Discussion

7:30 AM - 5:00 PM Monday, July 29

Information Desk
Skyline Foyer

7:30 AM - 4:30 PM Monday, July 29

The Success Studio
Skyline Foyer

7:30 AM - 8:45 AM Monday, July 29

Breakfast Skyline, W375cde	Sponsor Zone Skyline Foyer	Tessitura Solution Center Skyline Foyer
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9:00 AM - 10:00 AM Monday, July 29

Company Update: Propel
Skyline, W375ab

10:00 AM - 10:30 AM Monday, July 29

Morning Networking Break All Meeting Areas	Sponsor Zone Skyline Foyer	Tessitura Solution Center Skyline Foyer
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10:30 AM - 12:00 PM Monday, July 29

Sponsor Zone Skyline Foyer	Tessitura Solution Center Skyline Foyer
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10:30 AM - 11:30 AM Monday, July 29

Accessibility Online and On-Site: Opening Doors Wider Than Ever Before! W181	Basic Constituents: Getting to Know You W184cd	Finance for Consortia: No Two Consortia Are the Same... or Are They? W185cd	Fundraising Operations and Administration: Smooth Operators and Money Makers W178	Intro to TN Express Web: Sell Your Products Responsively W185ab
Mini-Keynote - Tessitura Software Technology Preview: The Path From Ideas to Features W190	Open Space Discussions: Conversations to Spark Ideas W183-184ab	Receipts, Confirmations, and Invoices: Where Did My Money Go? W179	Tessitura Analytics Dashboards Hands-On Learning (repeated) W193b	Tessitura Analytics Essentials: From Measuring Progress to Data Discovery W192
Tessitura API - Security and User Management (Developer Track): A Session for Your Users W193a				

11:30 AM - 12:00 PM Monday, July 29

10-Minute Partners Skyline Foyer	10-Minute Tessitura Skyline Foyer
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12:00 PM - 2:00 PM Monday, July 29

Sponsor Zone Skyline Foyer	Tessitura Solution Center Skyline Foyer
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12:00 PM - 1:30 PM Monday, July 29

Lunch and Genre Meet-Ups
Skyline, W375cde

- General
- General Session
- Quickfire Presentation
- Training
- Peer-to-Peer Presentation
- Info
- Mini-Keynote
- Open Space Discussion
- Workshop-Analytics
- Workshop
- Industry Insight
- Panel Discussion
- Roadmap

12:00 PM - 1:00 PM				Monday, July 29
Aquariums and Zoos Lunch Skyline, W375cde	Ballets and Dance Lunch Skyline, W375cde	Consortia Lunch Skyline, W375cde	Festivals Lunch Skyline, W375cde	Multi-Purpose Organizations Lunch Skyline, W375cde
Museums and Attractions Lunch Skyline, W375cde	Operas Lunch Skyline, W375cde	Performing Arts Centers Lunch Skyline, W375cde	Presenting Organizations Lunch Skyline, W375cde	Symphonies Lunch Skyline, W375cde
Theatres Lunch Skyline, W375cde		Universities and Education Lunch Skyline, W375cde		

1:00 PM - 1:45 PM				Monday, July 29
Bring Payroll in House With ActivityHD W180	Broadening Audiences Through Inclusivity W181	Digital Discovery: Making Your Events Stand Out Online W186	Discover Email Typography W178	Dynamic Pricing 2.0: Strategies for Performing Arts and Attractions W185ab
Finding the Price That's Right: Exploring Strategies to Diversify Your Audience W184cd	Industry Insights Various Locations	Open Space Discussions: Conversations to Spark Ideas W183-184ab	Parking: The First Impression for Your Venue W175	Patron-First Marketing: Using Your Data to Deliver a Smarter Seamless Digital Experience W179
Take Your Email Marketing to the Next Level With Behavior Infuser W185cd		Web Accessibility: Understanding This Critical Issue W176		

2:00 PM - 3:00 PM				Monday, July 29
Asking the Right Questions of Your Data: What Song Does Your Data Sing? What Dance Does Your Data Perform? W190	Basic Memberships - Fundamentals (two-part): Members Only W175	Basic Ticketing - Setup (two-part): Bit by Bit, Putting It Together W176	Basics of SSRS: Understanding the Pieces W193a	Customer Milestones With CRM - Part One (Executive, two-part) W192
Data Structures for All: Exploring Data, Table by Table W181	Financial Reconciliation for Fundraising: Finding Numeric Peace Through Database Diplomacy W184cd	Integrating Through the Tessitura API: A Deep Dish on Data Share W178	Open Space Discussions: Conversations to Spark Ideas W183-184ab	Philanthropy Success Stories: The Plot Twi... for Success! W179
Roadmap Hands-On W186	Scholarships and Passes: When Someone Else Is Paying W185ab	Sponsor Zone Skyline Foyer	Tessitura Solution Center Skyline Foyer	TN Express Web (repeated): Getting the Best Out of Tessitura's E-Commerce Solution W185cd

3:00 PM - 3:30 PM		Monday, July 29
Afternoon Networking Break All Meeting Areas	Sponsor Zone Skyline Foyer	Tessitura Solution Center Skyline Foyer

- General
- General Session
- Quickfire Presentation
- Training
- Peer-to-Peer Presentation
- Info
- Mini-Keynote
- Open Space Discussion
- Workshop-Analytics
- Workshop
- Industry Insight
- Panel Discussion
- Roadmap

3:30 PM - 4:30 PM Monday, July 29

API-Based Troubleshooting: A Peek Behind the Curtain W187b	Basic Memberships - Further Topics (two-part): Level Up W175	Basic Ticketing - Transactions (two-part): Piece by Piece, Only Way to Make a Work of Art W176	Beyond K-12 Learning: They're Never Too Old to Learn W187a	Corporate Sponsor Best Practices: Minding Your Business... Partnerships W185cd
Customer Milestones With CRM - Part Two (Executive, two-part) W192	Data Structures for Creating Customizations: If You Build It... W184cd	Developing and Retaining Diverse Audiences: Creative Audience Building Tactics Beyond Discounting! W178	Extending Output Sets: Beyond the Box W185ab	Info Session TBA W187c
Mini-Keynote - TNEW Product Vision: Today and Tomorrow With TN Express Web W190	Process Automation for Finance and Accounting: Automagic Efficiency W180	Project Management Fundamentals: This Is My Circus, These Are My Monkeys W179	Roadmap - Data Hygiene W186	Sponsor Zone Skyline Foyer
Tessitura Analytics Dashboards Hands-On Learning (repeated) W193b		Tessitura Analytics for Ticketing and Front of House: Data... the More You Know! W181	Tessitura Solution Center Skyline Foyer	

5:00 PM - 6:00 PM Monday, July 29

TN Inspire!
 Skyline, W375ab

6:00 PM - 10:00 PM Monday, July 29

Build-Your-Own Networking Night
 Various Locations

7:00 PM - 10:00 PM Monday, July 29

Build-Your-Own Networking Night: Game Night
 Grand Horizon EF, Marriott L4

7:30 PM - 9:00 PM Monday, July 29

Build-Your-Own Networking Night: Drum Circle
 Grand Horizon A, Marriott L4

- General
- General Session
- Quickfire Presentation
- Training
- Peer-to-Peer Presentation
- Info
- Mini-Keynote
- Open Space Discussion
- Workshop-Analytics
- Workshop
- Industry Insight
- Panel Discussion
- Roadmap

6:00 AM - 7:00 AM Tuesday, July 30

Tessitura 5k Fun Run/Walk
Lakefront Trail

7:30 AM - 5:00 PM Tuesday, July 30

Information Desk
Skyline Foyer

7:30 AM - 4:30 PM Tuesday, July 30

The Success Studio
Skyline Foyer

7:30 AM - 8:45 AM Tuesday, July 30

Breakfast Skyline, W375cde	Sponsor Zone Skyline Foyer	Tessitura Solution Center Skyline Foyer
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9:00 AM - 10:00 AM Tuesday, July 30

TLCC2019 Keynote: Welcoming the Widest Possible Audience
Skyline, W375ab

10:00 AM - 10:30 AM Tuesday, July 30

Morning Networking Break All Meeting Areas	Sponsor Zone Skyline Foyer	Tessitura Solution Center Skyline Foyer
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10:30 AM - 12:00 PM Tuesday, July 30

Sponsor Zone Skyline Foyer	Tessitura Solution Center Skyline Foyer
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10:30 AM - 11:30 AM Tuesday, July 30

Barcodes and Scanners: QR vs. Code 128! The Battle of the Century W185ab	Box Offices for Consortia: What's Yours, Mine, and Ours? W185cd	Building Lists: Concepts of Criteria Sets W178	Constituent Tables and SQL Tips: Relationship Revelations and Database Demystification W184cd	Developer Tools (Developer Track): If I Had a Hammer... W193a
Digital Fundraising and Membership: Oh, the (Digital) Places You'll Go! W179	Follow-Up Conversations with General Session Speakers W192	Mini-Keynote - CRM, Catalyst for Transformational Change W190	Open Space Discussions: Conversations to Spark Ideas W183-184ab	Prospect2: To Email and Beyond! W180
Tessitura Analytics Dashboards Hands-On Learning (repeated) W193b		Tessitura Analytics Integrations: Connecting Third-Party Data W181		

11:30 AM - 12:00 PM Tuesday, July 30

10-Minute Partners Skyline Foyer	10-Minute Tessitura Skyline Foyer
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12:00 PM - 2:00 PM Tuesday, July 30

Sponsor Zone Skyline Foyer	Tessitura Solution Center Skyline Foyer
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- General
- General Session
- Quickfire Presentation
- Training
- Peer-to-Peer Presentation
- Info
- Mini-Keynote
- Open Space Discussion
- Workshop-Analytics
- Workshop
- Industry Insight
- Panel Discussion
- Roadmap

12:00 PM - 1:30 PM

Tuesday, July 30

Lunch and Regional Tessitura User Group Meet-Ups

Skyline, W375cde

12:00 PM - 1:00 PM

Tuesday, July 30

Alabama User Group Lunch Skyline, W375cde	Arizona User Group Lunch Skyline, W375cde	Atlanta User Group Lunch Skyline, W375cde	Austin User Group Lunch Skyline, W375cde	Australia and New Zealand User Group Lunch Skyline, W375cde
Calgary User Group Lunch Skyline, W375cde	Chicago User Group Lunch Skyline, W375cde	Cleveland User Group Lunch Skyline, W375cde	Colorado User Group Lunch Skyline, W375cde	Connecticut User Group Lunch Skyline, W375cde
Dallas-Fort Worth User Group Lunch Skyline, W375cde	DC User Group Lunch Skyline, W375cde	Europe User Group Lunch Skyline, W375cde	Florida User Group Lunch Skyline, W375cde	Hawaii User Group Lunch Skyline, W375cde
Houston User Group Lunch Skyline, W375cde	Kansas City User Group Lunch Skyline, W375cde	Los Angeles User Group Lunch Skyline, W375cde	Michigan User Group Lunch Skyline, W375cde	Mountain Region: Idaho, Nevada, and New Mexico User Group Lunch Skyline, W375cde
Nebraska and Iowa User Group Lunch Skyline, W375cde	New England User Group Lunch Skyline, W375cde	New York City User Group Lunch Skyline, W375cde	North Carolina and South Carolina User Group Lunch Skyline, W375cde	Northwest Arkansas User Group Lunch Skyline, W375cde
Ohio, Indiana, and Northern Kentucky User Group Lunch Skyline, W375cde	Oklahoma City User Group Lunch Skyline, W375cde	Orange County User Group Lunch Skyline, W375cde	Philadelphia User Group Lunch Skyline, W375cde	Pittsburgh User Group Lunch Skyline, W375cde
Portland User Group Lunch Skyline, W375cde	Sacramento Valley User Group Lunch Skyline, W375cde	San Diego User Group Lunch Skyline, W375cde	San Francisco Bay Area User Group Lunch Skyline, W375cde	Seattle User Group Lunch Skyline, W375cde
Southern Ontario User Group Lunch Skyline, W375cde	St. Louis User Group Lunch Skyline, W375cde	Tennessee and Southern Kentucky User Group Lunch Skyline, W375cde	Tulsa User Group Lunch Skyline, W375cde	Twin Cities User Group Lunch Skyline, W375cde
Utah User Group Lunch Skyline, W375cde	Virginia User Group Lunch Skyline, W375cde	Western Canada User Group Lunch Skyline, W375cde	Winnipeg User Group Lunch Skyline, W375cde	Wisconsin User Group Lunch Skyline, W375cde

1:00 PM - 1:45 PM

Tuesday, July 30

Open Space Discussions: Conversations to Spark Ideas

W183-184ab

2:00 PM - 3:00 PM

Tuesday, July 30

Advanced SSRS - Maximizing Usefulness (two-part): How to Impress Your Friends With SSRS W193a	Basics of SQL - Introduction and Overview (two-part): Table Manners W184cd	Basics of Tessitura Administration - Part One (two-part): Starting From the Ground Up W175	Budgeting and Forecasting: X Marks the Spot, but Where Is the X? W178	Intro to the Channel Gateway W176
Open Space Discussions: Conversations to Spark Ideas W183-184ab	Plans and Portfolios for Fundraising: Plan on It! W185ab	Roadmap - The Expanding World of Digital Data W186	Selling Fast for Reserved Seats: If Tessitura Were a Bugatti W185cd	Set Goals and Measure Progress With CRM - Part One (Executive, two-part) W192
Sponsor Zone Skyline Foyer	Surveying for Demographics: Measurements, Collection, and What to Do With the Data W181	Tessitura for Outreach and Community Engagement: Leveraging Tools to Advance Your Outreach Strategies W179	Tessitura Solution Center Skyline Foyer	

- General
- General Session
- Quickfire Presentation
- Training
- Peer-to-Peer Presentation
- Info
- Mini-Keynote
- Open Space Discussion
- Workshop-Analytics
- Workshop
- Industry Insight
- Panel Discussion
- Roadmap

Full session details on TLCC Portal: tlcc2019.tessituranetwork.com Wi-Fi network: TLCC2019 Password: TLCC2019

3:00 PM - 3:30 PM

Tuesday, July 30

Afternoon Networking Break

All Meeting Areas

Sponsor Zone

Skyline Foyer

Tessitura Solution Center

Skyline Foyer

3:30 PM - 4:30 PM

Tuesday, July 30

Advanced SSRS - Beyond the Table (two-part): How to Impress Your Friends With SSRS Even More
W193a

Basics of SQL - Stored Procedures and Best Practices (two-part): You Went and Stored the Best (Procedure) for Last
W184cd

Basics of Tessitura Administration - Part Two (two-part): Keep Your Engine Running
W175

Contact Point Purposes and Preferences: The Who, What, When, and Where of Our Patrons
W190

Financial Reconciliation for Ticketing: The Balancing Act
W185ab

Innovation Without (Much) Customization for Finance and Operations: K.I.S.S - Keep It Simple and (Mostly) Standard
W187a

Philanthropic Membership Programs: Moving Beyond the Tote Bag
W179

Quick and Easy Acknowledgements: It Never Hurts to Say Thank You
W185cd

Sales vs. Storytelling Marketing: Balancing Calls-to-Action When "Content Is King"
W178

Set Goals and Measure Progress With CRM - Part Two (Executive, two-part)
W192

Sponsor Zone
Skyline Foyer

Taking the Conference Home: Turning Your Notes Into Reality
W176

Tessitura Analytics Dashboards Hands-On Learning (repeated)
W193b

Tessitura API Roundtable for Developers: We're All in This Together
W186

Tessitura Solution Center
Skyline Foyer

Ticket Offers, Promotions, and Reporting: How to Organize Outrageous Original Offers
W181

Volunteer Management: These Are the Droids I'm Looking For
W187b

WordFly: Email Marketing Masterclass
W180

4:45 PM - 5:45 PM

Tuesday, July 30

Conference Planning Committee Meet-Up

Level 33, Marriott

5:00 PM - 10:00 PM

Tuesday, July 30

Go Local: Experience Chicago

Various Locations

5:00 PM - 9:00 PM

Tuesday, July 30

Go Local: Visit the Museum of Contemporary Art Chicago and Virgil Abloh Exhibit

Museum of Contemporary Art Chicago | 220 E Chicago Ave, Chicago

5:00 PM - 7:00 PM

Tuesday, July 30

Go Local: Open House at Symphony Center

Symphony Center | 220 S Michigan Ave, Chicago

Go Local: Tour the Historic Auditorium Theatre

Auditorium Theatre | 50 E Ida B Wells Dr, Chicago

5:00 PM - 6:00 PM

Tuesday, July 30

Go Local: Look Nature in the Eye at the Shedd Aquarium

Shedd Aquarium | 1200 S Lake Shore Dr, Chicago

5:15 PM - 6:30 PM

Tuesday, July 30

Go Local: Go Backstage with the Grant Park Music Festival and the Harris Theater for Music and Dance

Jay Pritzker Pavilion | 201 E Randolph St, Chicago

6:00 PM - 9:00 PM

Tuesday, July 30

Go Local: Take Dance Classes at the Hubbard Street Dance Center

Hubbard Street Dance Chicago | 1147 W Jackson Blvd, Chicago

6:30 PM - 8:15 PM

Tuesday, July 30

Go Local: See THE COMEDY OF ERRORS with Chicago Shakespeare in the Parks

Columbus Park | 500 S Central Ave, Chicago

6:30 PM - 8:00 PM

Tuesday, July 30

Go Local: Go Behind the Scenes at the Lyric Opera of Chicago

Lyric Opera of Chicago | 20 N Upper Wacker Dr, Chicago

7:30 PM - 10:00 PM

Tuesday, July 30

Go Local: See THE MUSIC MAN at Goodman Theatre

Goodman Theatre | 170 N Dearborn St, Chicago

Go Local: See TRUE WEST at Steppenwolf Theatre

Steppenwolf Theatre | 1650 N Halsted St, Chicago

7:45 PM - 9:10 PM

Tuesday, July 30

Go Local: See SIX at Chicago Shakespeare Theater

Chicago Shakespeare Theater | Navy Pier, 800 E Grand Ave, Chicago

- General
- General Session
- Training
- Peer-to-Peer Presentation
- Workshop
- Quickfire Presentation
- Mini-Keynote
- Open Space Discussion
- Workshop-Analytics
- Info
- Roadmap
- Panel Discussion

7:30 AM - 5:00 PM Wednesday, July 31

Information Desk
Skyline Foyer

7:30 AM - 4:30 PM Wednesday, July 31

The Success Studio
Skyline Foyer

7:30 AM - 8:45 AM Wednesday, July 31

Breakfast Skyline, W375cde	Sponsor Zone Skyline Foyer	Tessitura Solution Center Skyline Foyer
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7:45 AM - 8:45 AM Wednesday, July 31

User Group Captains' Breakfast
W178

9:00 AM - 10:00 AM Wednesday, July 31

Tessitura's Innovator Series Live at TLCC
Skyline, W375ab

10:00 AM - 10:30 AM Wednesday, July 31

Morning Networking Break All Meeting Areas	Sponsor Zone Skyline Foyer	Tessitura Solution Center Skyline Foyer
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10:30 AM - 12:00 PM Wednesday, July 31

Sponsor Zone Skyline Foyer	Tessitura Solution Center Skyline Foyer
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10:30 AM - 11:30 AM Wednesday, July 31

Advanced SQL: Tessiturians, Start Your Database Engines! W184cd	Basics of Finance in Tessitura: Keep It Simple W185cd	Donors and Subscribers: Harvesting the Lowest-Hanging Fruit in Your Constituent Garden W181	Follow-Up Conversations with General Session Speakers W192	Learning and Engagement Demographics: Using External Data to Measure Impact and Identify Opportunity W178
Mini-Keynote - Tessitura Analytics: What You Need to Know W190	Open Space Discussions: Conversations to Spark Ideas W183-184ab	Payment Express W180	Preparing for Onsales: The (Waiting) Room Where it Happens W185ab	Privacy and GDPR: A Serious Consideration W179
Tessitura Analytics Dashboards Hands-On Learning (repeated) W193b		Tessitura API - Product and Calendar (Developer Track): Seasons Change and So Do Calendars! W193a		

11:30 AM - 12:00 PM Wednesday, July 31

10-Minute Partners Skyline Foyer	10-Minute Tessitura Skyline Foyer
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12:00 PM - 2:00 PM Wednesday, July 31

Sponsor Zone Skyline Foyer	Tessitura Solution Center Skyline Foyer
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- General
- General Session
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- Mini-Keynote
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- Workshop-Analytics
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- Industry Insight
- Panel Discussion
- Roadmap

12:00 PM - 1:30 PM

Wednesday, July 31

Lunch and Interest Area Meet-Ups

Skyline, W375cde

12:00 PM - 1:00 PM

Wednesday, July 31

Administration Lunch Skyline, W375cde	Analytics and Business Intelligence Lunch Skyline, W375cde	Developers Lunch Skyline, W375cde	Digital and Web Lunch Skyline, W375cde	Education Lunch Skyline, W375cde
Executive Lunch Skyline, W375cde	Finance Lunch Skyline, W375cde	Fundraising Lunch Skyline, W375cde	Group Sales Lunch Skyline, W375cde	IT Lunch Skyline, W375cde
Marketing Lunch Skyline, W375cde	Membership Lunch Skyline, W375cde	Ticketing and Front of House Lunch Skyline, W375cde		Visitor Services Lunch Skyline, W375cde

1:00 PM - 1:45 PM

Wednesday, July 31

7 Digital Advertising Tactics Successful Arts, Attractions, and Nonprofits Use W185cd	Advancing Your Purchase Path in a Mobile World W185ab	Call Center Outsourcing: Can It Work for You? W180	CityPASS Integration Opportunities W175	Creating Targeted Marketing Campaigns With First-Party Data: A Success Story with Lincoln Center, SocialSign.in, and Tessitura W176
Debunking the Myth of Selling Out in 2 Minutes W184cd	Everyone Is Selling Something: Marketing Automation Beyond the Marketing Department W181	Industry Insights Various Locations	Open Space Discussions: Conversations to Spark Ideas W183-184ab	StubHub and Tessitura: How the Integration Works W178
The Who, What, When, Where, Why, and How of Refund (Ticket) Protection W179		Upgrade Members to the Next Level and Beyond W186		

2:00 PM - 3:00 PM

Wednesday, July 31

Actions That Matter With CRM - Part One (Executive, two-part) W192	Building and Growing a Group Sales Program: Two's Company, Ten's a Group W184cd	Clean Up Your Constituents With Standard Tools: Don't Fear the Red Screwdriver! W178	Creating Reports in SSRS: Part of Your (Reporting) World W193a	Credit Card Payment Processing: Making Digital Change W185ab
Elevated Events: Répondez S'il Vous Plaît W185cd	Email Automation and Personalization: Becoming a Dynamic Content Dynamo! W181	N-Scan for N-Scan Users: A Zebra and an Android Walk Into a Bar... W175	Open Space Discussions: Conversations to Spark Ideas W183-184ab	Roadmap - Memberships on the Web: v16 Memberships Take Shape Online W186
Sponsor Zone Skyline Foyer	Tessitura Analytics for Finance and Operations: Visualizing Your Data-Driven Future and Charting Every Last Account W179	Tessitura Solution Center Skyline Foyer		TN Express Web for Web Developers: Extending, Customizing, and Looking Ahead W176

3:00 PM - 3:30 PM

Wednesday, July 31

Afternoon Networking Break All Meeting Areas	Sponsor Zone Skyline Foyer	Tessitura Solution Center Skyline Foyer
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- General
- General Session
- Quickfire Presentation
- Training
- Peer-to-Peer Presentation
- Info
- Mini-Keynote
- Open Space Discussion
- Workshop-Analytics
- Workshop
- Industry Insight
- Panel Discussion
- Roadmap

3:30 PM - 4:30 PM

Wednesday, July 31

Accessible Arts and Culture: Together, Wherever We Go

W181

Actions That Matter With CRM - Part Two (Executive, two-part)

W192

Basic Data Import Tools: Getting the Most Into Tessitura

W175

Demystifying the API: Behind the API Curtain

W176

Fundraising for Small Teams: Small but Mighty!

W186

Green Ticketing: How to Be a Lean, Green Ticketing Machine!

W178

Managing Visitor Services for Memberships: Don't Make Them Wait Any Longer

W187b

Marketing and Programming Hand in Hand: Working Together for Shared Success

W179

Planned Gifts: Counting Chickens Before They Hatch!

W180

Point of Sale Integrations: Tessitura and POS; Love at First Sight!

W184cd

Pricing Rules: BOGOs, Bulk Buys, and Beyond

W185cd

Sponsor Zone

Skyline Foyer

Tessitura Analytics Dashboards Hands-On Learning (repeated)

W193b

Tessitura Solution Center

Skyline Foyer

The Development Life-Cycle (Developer Track): One Does Not Simply Code

W193a

The Revenue Management Application (RMA): Power Up Your Pricing

W187a

Ticketing Tables and More SQL Tips: Teaching Tessitura's Trickiest Ticketing Tables

W185ab

Using HTML Templates: Not Just for Order Confirmations Anymore

W190

5:00 PM - 11:00 PM

Wednesday, July 31

Buses to/from Navy Pier

Hyatt Regency - Market Side Entrance; Marriott Marquis - Front Drive

6:00 PM - 10:00 PM

Wednesday, July 31

Party at Navy Pier

Aon Grand Ballroom at Navy Pier

- General
- General Session
- Training
- Peer-to-Peer Presentation
- Workshop
- Mini-Keynote
- Open Space Discussion
- Panel Discussion
- Workshop-Analytics
- Info
- Industry Insight
- Roadmap

7:30 AM - 2:00 PM Thursday, August 1

Information Desk
Skyline Foyer

7:30 AM - 11:45 AM Thursday, August 1

The Success Studio
Skyline Foyer

7:30 AM - 9:00 AM Thursday, August 1

Sponsor Zone Skyline Foyer | **Tessitura Solution Center** Skyline Foyer

7:30 AM - 8:45 AM Thursday, August 1

Breakfast
Skyline, W375cde

7:45 AM - 8:45 AM Thursday, August 1

Open Space Discussions: Closing
W183

9:00 AM - 10:00 AM Thursday, August 1

Community Engagement Around the World: Making the Most of Our Global Connections W176	Data Storytelling for Guest Experience: When You Wish Upon a Star; Make Your Guests' Dreams Come True W181	Enhanced Troubleshooting in Tessitura: New Tools for Your Tessitura Toolbox W178	Establish Priority With CRM - Part One (Executive, two-part) W192	Hosting Services Update and Forum: Head in the Cloud W187b
Implementing Revenue Management: The Right Price at the Right Time W186	Innovations and Customizations for Sales and Service: Mini-Magic Maximized W184cd	Major Gift Fundraising: Show Me the Money! W179	Marketing Strategies for Free and Low-Cost Programming: Mission Critical Events W175	Outputting Lists: Selecting More Than a Constituent ID W185ab
Resource Scheduling - Setup (two-part): Create Real-Life Resources W180	Sponsor Zone Skyline Foyer	Standard Tessitura Reports: The Foundations of a Data-Driven Culture W185cd	Tessitura Analytics Dashboards Hands-On Learning (repeated) W193b	Tessitura Analytics Deep Dive (repeated): Which Widget Will Tell Your Data Story? W190
Tessitura API - Cart and Checkout (Developer Track): Transactions With the Tessitura API W193a	Tessitura Solution Center Skyline Foyer		TN Mobile Plus: Now Supporting Apple and Google Pay for In-App Giving W187a	

10:00 AM - 10:30 AM Thursday, August 1

Morning Networking Break All Meeting Areas | **Sponsor Zone** Skyline Foyer | **Tessitura Solution Center** Skyline Foyer

- General
- General Session
- Quickfire Presentation
- Training
- Peer-to-Peer Presentation
- Info
- Mini-Keynote
- Open Space Discussion
- Workshop-Analytics
- Workshop
- Industry Insight
- Panel Discussion
- Roadmap

10:30 AM - 11:30 AM

Thursday, August 1

Administering the Services Layer: A Look Under the Hood
W187c

Basics of Stored Procedures: The Logical Place for Your Logic
W185cd

Business Continuity Setup: The End of the World Is No Reason Not to Show Up
W175

Communication Management and Extractions: Wait, Wait, Don't Tell Me (That Thing at That Address)
W190

Digital Membership Cards: Benefits and Perks Quicker and Easier
W181

Establish Priority With CRM - Part Two (Executive, two-part)
W192

Fiscal Year End Best Practices: Are You Prepared for the End (of Fiscal Year)?
W184cd

Fundraising Around the World: Local Successes and Best Practices
W185ab

Gala and Event Best Practices: "I'm on the List"
W178

Putting Together a Great Presentation: Release Your Inner Presenter
W187a

Resource Scheduling - in Action (two-part): Build Your Best Bookings
W180

Roadmap - Enhancements for Current Features
W186

Sponsor Zone
Skyline Foyer

Tessitura Analytics Dashboards Hands-On Learning (repeated)
W193b

Tessitura Solution Center
Skyline Foyer

Ticket Formatting Options: The Fine Art of Looking Good and Working Well (Covers Tickets Only)
W179

TN Express Web (repeated): Getting the Best Out of Tessitura's E-Commerce Solution
W176

To Cloud or Not to Cloud: That Is the Question!
W187b

11:45 AM - 12:45 PM

Thursday, August 1

Lunch

Skyline, W375cde

1:00 PM - 2:00 PM

Thursday, August 1

Conference Closing

Skyline, W375ab

- General
- Open Space Discussion
- Panel Discussion
- Peer-to-Peer Presentation
- Training
- Workshop
- Quickfire Presentation
- Workshop-Analytics
- Roadmap
- General Session