How to Prepare for the INTIX “Call for Presentations” Submission Process

1. All submissions must be made through the website and completed by 11:59pm Pacific Daylight Time July 23, 2015.  
   https://ww2.eventrebels.com/er/CFP/OnlineSubmissionEmailLogin.jsp?CFPID=488&Submit=Reset&Token=S9AHB9GV4K6S465X23USHVQ8CE

2. We recommend that you first develop your submission proposal in a document, then copy and paste the information into the appropriate sections in the online form. The online form does not have spell check so editing your information in advance and then pasting will ensure greater accuracy.

3. The below learning tracks have been defined for the 2016 conference program. We want to learn from you about the best or next practices for the topics listed underneath each track. Share your experience of what works, what doesn’t work and what’s next in entertainment ticketing. Your session should compliment one of the tracks. You will be asked during the submission process to choose the track with which your session is most aligned.

   A. Management
   - Customer service and satisfaction – philosophy, handling service related issues
   - Managing change – reorganization, new management, new or renovated venue
   - Staff Management – hiring, training, development
   - Security – EMV and PCI compliance, fraud, government legislation, secondary market
   - Innovation with limited resources

   B. Leadership
   - Build relationships and teams – inspire/motivate people
   - Lead with integrity – determine and instill values and core beliefs
   - Communicate effectively – maintain a positive attitude, make decisions and delegate
   - Create a vision – set and achieve goals to attain the vision
   - Managing up – setting expectations, gaining respect for the ticket office
   - Time management – organizing, prioritizing
   - Life/Work balance – managing stress
   - Career advancement – moving to the next level, addressing the glass ceiling, changing career paths

   C. Marketing
   - Customer development and retention
   - Mobile marketing
   - Social Media – brand awareness, converting to sales
PACKAGING
- subscriptions, group sales, single tickets, promotional bundles
- Loyalty programs – rewarding best customers, attracting new customers
- Email communication

D. Technology
- Mobile technology – implementation, adoption, monetization
- Admissions control – RFID, smart cards, wristbands, etc.
- Digital ticketing – print at home, paperless
- System Upgrades – selection, implementation, integration, website
- Keeping up – products, services, solutions
- Data collection – growth, analytics, CRM

E. Revenue
- Prices – optimizing and forecasting methods to expedite growth
- Price configuration – scaling the house to maximize profits, transition to dynamic model
- Fee restructuring
- Ticket reconciliation process – best practices
- Alternative methods of payment – Coin card, Bitcoin, etc.
- Financial concepts and tools – cost analysis, risk and return, project planning, developing RFP’s/RFI’s

4. You will also be asked during the submission process to choose the session format of your presentation. Options for session formats include Lecture, Panel, Case Study, Roundtable, Other and Fail Fair, which is new this year. A Fail Fair workshop is a round robin of presenters who each get 10 minutes and 10 slides to outline an unsuccessful project including the vision, expectation, how it went wrong and what was learned.

5. The submission process also requires the following components:
   A. Presentation Title: In 10 words or less accurately and enticingly describing your session.
   B. Presentation Description: Provide a description of 100 words or less for the Conference Program Guide and the INTIX Conference web site that clearly, persuasively, and accurately tells attendees what to expect from your session. Attendees should be able to clearly determine the scope and level of the session and its appropriateness to their needs.
   C. Three Key Learnings: Include 3 key takeaways which answer the question: “What will be learned that has practical benefit to the participant?”
   D. Presenter Name, Title & Institution Name
   E. Biography & Photo: All session submissions must include your biography (maximum of 100 words) and a jpg photo of yourself for the program guide.
   F. Institution Profile: All session submissions must include a profile of your company (maximum of 100 words).
   G. Length of Session: 60 or 90 minutes.
   H. Comments: Please use the comment field to communicate additional presenter information for your session or any additional requirements you may have.
Presentations cannot be sales pitches. If you are an industry supplier of products and/or services your session must include an industry client as a presenter. It is important to have both perspectives.

Please submit no more than two proposals.

Presenters receive a complimentary one-day registration for the assigned day of their presentation. Presenters must register and pay the registration fee to attend the full conference or evening activities.

If you have any questions, please contact Jacqui Dixon at +1 410.571.0590. We look forward to receiving your submission!

Sincerely,

The INTIX Education and 2016 Conference Programming Committees