CALL FOR PRESENTATIONS
2024 INTIX Conference & Exhibition - Las Vegas
Preparing for the Submission Process

1. The INTIX Conference Education Program is an industry driven and individualized education experience. Our attendees choose workshop content that is educational, energizing, interactive, illuminating, different, thought provoking, cutting edge, technology driven, interesting and that stimulates conversation and dialogue. The attendees want to be inspired and elevated and they come to INTIX for solutions that are best provided through this collaborative knowledge-based interaction. INTIX is looking for presentations that support and exemplify these key components.

2. Workshops that are market centric/specific and that speak to the nuances, needs, opportunities, trends and leadership of market segments are always welcome. i.e., Broadway, touring shows, promoters, athletics, festivals, museums, venue size, performing arts, universities/colleges, not for profits, performing arts centers, non-traditional entertainment, etc. are encouraged to submit workshop presentations.

3. All submissions must be completed through the Call For Presentations website and completed by 11:59 pm Pacific Daylight Time (PDT) Sunday, July 23, 2023.

4. The online submission form does NOT have embedded spell check or editing tools and we suggest doing your edits prior to submission. For ease of submission, we recommend that you develop your proposal in a document first, then copy and paste the information into the appropriate sections within the online submission form.

IMPORTANT NOTE:
The submission software has been upgraded and the process has changed. All presentation submitters must REGISTER as NEW to start the process! Use the LOGIN button to submit a second presentation, make edits or add details to presentation(s) after you have registered initially.

5. The 2024 INTIX Conference program will include the following types of workshops structures:
   A. 60-minute workshop: 45-minute content with 15 minutes Q/A or discussion period; maximum of a moderator + 3 presenters.
   B. 15-minute Inspiration Stage: 15-minute presentations; maximum of 2 presenters per session.

6. Programming Definitions:
   60-minute workshops are designed to teach, provide case studies, showcase best practices or be knowledge-based content presented by subject matter experts.
   15-minute Inspiration Stage presentations offer bite-sized opportunities designed to be quick hit knowledge that facilitate conversation and peer-to-peer learning.
7. All proposal submissions will need to include a **session format**. During the submission process, you will be prompted to choose one of the following INTIX supported formats:

- **Lecture** - typically 1 person in a 60-minute format
- **Panel** - typically 3-4 people, with a moderator in a 60-minute format
- **Case Study** - panel or presentation style
- **Interview** - a 60-minute workshop with 1 interviewer and 1-2 guests centered on a specific topic
- **Other** – be creative, but please define your structure

8. INTIX is open and accessible to all, and our Conference program will be reflective of and align with our commitment to inclusion, diversity, equality and access to our work across all channels – our members, the live entertainment ticketing community, our partners and our suppliers. Our commitment to these values is unwavering. INTIX specifically encourages and seeks speakers who identify as Black, Indigenous, Latinx or a person of color; person with a disability; LGBTQIA+; gender-nonconforming; neurodiverse and other Identities that have been historically excluded.

9. Program content targets are driven by, but not limited to, multiple resources including various surveys, conference attendee and vendor feedback, industry input, social media resources and industry trends and current topic evaluations. The INTIX Education Program is widely considered one of the best in the industry and we want to learn from professionals and experts about the next or best practices that are timely to the live entertainment and ticketing industry.

- **TECHNOLOGY Content Target**
  - Digital Tickets, Delivery & Access Best Practices
  - Creating & Delivering an Organizational Digital Policy
  - AI and ChatGPT in Ticketing
  - AI and ChatGPT in Fundraising
  - Ticketing & Live Entertainment Technology Trends
  - Digital, Mobile & Paperless Technologies & Best Practices
  - Cashless and Touchless Venues
  - Fraud, Chargebacks, Bots, Data & Transaction Security
  - Fees / All-In Pricing and Technology
  - Evolution of: NFT, Blockchain, Cryptocurrencies
  - Industry Disruptors
  - APIs and Partnerships Between Primary and Secondary markets
  - Promoter Tools for Pricing and Inventory Management
  - Statistics and Data Mining
  - Practicable RFP / Vendor Selection Processes
  - Google Analytics 4 (GA4) Transition
  - Facial Recognition at Venues
  - Cyber Security / Hostile Cyber Threats
  - Changing Environment of College Athletic Ticketing
  - Authorized Ticket Resales: Partnership or Do it Yourself?
  - RFPs / Partnerships/Vendors Best Practices
• **MARKETING Content Target**
  - AI and ChatGPT in Live Entertainment Marketing
  - Data Driven Customer Journey Mapping / Data Driven Experiences
  - Event Discovery, Engagement, Audience Development
  - Effective Market Research
  - Evolution of Customer Service in Diversity, Equity, Inclusion
  - Getting and Storing Demographic Data
  - Measuring Diversification Goals
  - Accessibility Equity / ADA / Serving People with Disabilities
  - Customer Development, Retention & Loyalty
  - Dynamic Pricing / Pricing Strategies
  - Data, Reporting and Decision Making
  - Customers Trends: Buying Behaviors & Motivation
  - Practical & Real Life Uses for NFTs, the Metaverse and AI in Marketing
  - Marketing to the Last Minute Ticket Buyer
  - Social Media Marketing Opportunities / Challenges
  - Building New Audiences
  - Google Analytics 4 (GA4) / Google Ads

• **LEADERSHIP Content Target**
  - Ethical Resale
  - Life / Work Balance
  - Diversity, Equity, Inclusion
  - Accessibility Equity / ADA / Serving People with Disabilities
  - Visionary Leadership: Vision, Goals, Strategy, Tactics
  - Women’s Leadership
  - Transitioning to Executive Leadership
  - Inspiration & Motivation
  - Leadership and Values
  - Venue Sustainability
  - Venue and Event Social Responsibility
  - The Promoter View of Ticketing

• **REVENUE / FINANCE Content Target**
  - Dynamic Pricing / Pricing Strategies for the Seasoned Pro and the Beginner
  - Ethical Resale
  - Revenue Generation / Revenue Diversification / Creating Revenue Streams
  - Chargebacks / VISA CE 3.0 rules
  - Fraud Awareness / Fraud Prevention / Fraud Detection
  - Practicable RFP / Vendor Selection Processes
  - The Top Reports That Every Ticket Office Needs to be Effective
  - Preparing For Your Annual Audit
  - Sustainability, Cost Reduction and Revenue
  - Fees / Policies / All-In Pricing
• MANAGEMENT Content Target
  o Data Driven Customer Journey Mapping / Data Driven Experiences
  o Practicable RFP / Vendor Selection Processes
  o Customer Service and the New “Cranky” Customer / Dealing with Difficult Customers
  o Envisioning a Culture of Diversity, Equity, Inclusion
  o Accessibility Equity / ADA / Serving People with Disabilities in venues
  o AI & ChatGPT in Management
  o Building the Best Team
  o Remote and/or Non-remote Employee Management
  o Recruiting, Hiring, Training
  o Training the Basics of Ticket Ops to a New Generation of Employees
  o Creative Staffing
  o Employee Incentives, Retention and Growth Path
  o Community Partnerships
  o Multiple Venue Management Tricks, Tips, Success’s
  o Worker’s Rights / Breaking the Cycle of “Going Above & Beyond” / Work Isn’t Family

• PROFESSIONAL / PERSONAL DEVELOPMENT Content Target
  o Life / Work Balance
  o Creating Community
  o Professional Development Tools
  o Problem Solving
  o Motivation and Living a Balanced Life
  o Why Ticketing is a Career
  o Self-Care Tactics
  o Avoiding Burnout
  o Time Management
  o Being a Mentor
  o Getting & Working with a Career Coach
  o Personal Motivation
  o Being the Boss and Not the Friend (or Family)

8. The submission process also requires the following components:
   A. Proposal Title: The Hook. Accurately and enticingly title, in a 10 words or less, your session. Shorter is better...be creative!
   B. Presentation Description: Entice your audience! Provide a statement, in 100 words or less, that clearly, persuasively, and accurately describes what to expect from your session. Note: Descriptions will be used for promotion and be included in the Conference program, website, social media, and mobile app. Attendees should be able to clearly determine the scope and level of the session from the description.
   C. Three Key Learnings: Include 3 key learning takeaways which answer the question:
      "What will be learned that has practical benefit to the participant?"
D. **Presenter Name, Title & Organization/Business Name**  

E. **Biography & Photo:** All session submissions must include your professional biography (maximum of 100 words) and a .jpg photo of yourself for the website, program distribution and conference mobile app. This includes your panelists please.

F. **Comments:** Please use the comment field to communicate additional presenter information for your session or any additional requirements you may have.

G. **Submission Gaps:** We want you to submit but realize that time and workshop management can be a factor. If there are items missing from your submission (speakers, bio, pictures, additional details, etc.) please submit your workshop presentation but please indicate the status of the gap and an ETA for finalizing the submission of gaps or missing items.

H. **Tags:** If your submission is specific to a level of experience, expertise or knowledge please indicate Advanced, All, Beginner or Intermediate at the end of the submission process.

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**The Fine Print**

INTIX strives to create a conference program that is consistent with the INTIX mission and purpose as well as to best serve the needs of our attendees. Every effort is made to present a diverse and balanced program that represents our membership/attendee personas, our vendor partners and sponsors as well as the industry-at-large. With that in mind please make note of the rules for submission:

- Presentations are designated as learning events. Presentations and workshops are not the forum for sales pitches and commercial content should not be submitted. INTIX strictly monitors and enforces this aspect of our content program. If you wish information on commercial opportunities, please contact Angelina Streich at apalmieri@intix.org | +1 212.629.4036 X3
- Industry supplier proposals should include an industry client as a presenter. It is important to have both perspectives represented.
- No more than two proposals per person, organization, venue, business, or institution will be accepted.
- All speakers are encouraged to register and attend the 2024 INTIX Conference and Exhibition. We do understand that this may not be realistic for all our speakers, and we do want to show our appreciation to our speakers. The following inclusions apply to individual presenters/speakers:
  - Speakers/Presenters will receive an all-inclusive one-day registration for the assigned day of their presentation. This one-day registration is for the speaker only; is non-transferrable; valid only for the day of the presentation; and subject to advance registration criteria and deadlines.
  - Additional one-day and/or full package registration packages are available upon request.

If you have any questions, please contact Stacey Ogren at +1.212.629.4036 x5 or intixspeakers@dlplan.com. Industry professionals are the greatest resource of knowledge and experience, and we will use the best as part of the INTIX program. We very much look forward to receiving your submission!

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