

# FVMA Annual Conference 2025 Schedule

Date/Time	Session
<b>Sunday, June 15</b>	
9:30-11:00a	FVMA Board of Directors Meeting
11a-4p	Golf Tournament
3-6p	Conference Registration
7-7:30p	Opening Reception at the Hutchinson Island Resort
7:30-9:00p	Father's Day Cookout at the Hutchinson Island Resort
9p-12a	Hospitality Suite
<b>Monday, June 16</b>	
7:30a-3p	Conference Registration
7:30-8:30am	Buffet Breakfast
8:30-9am	Welcome Remarks & Ice Breaker
9am-10am	<p><b>Keynote Speaker: "The Subconscious Buyer" Graham Cox, Boundaries Edge</b></p> <p>In a competitive market, particularly where it is difficult for prospective clients to differentiate between services offered by similar firms, being successful is about intercepting and influencing buying decisions. Even with the best proposal pitched at the correct price - people still buy people. With the opportunities going to the person that is liked and trusted the most, there is clear competitive edge to being the very best at positively influencing client behavior.</p>
10-10:15am	Coffee Break
10:15-11:15a	<p><b>Educational Session: "From Top Line to Bottom Line: Untapped Opportunities to Capitalize on Sustainability" SPEAKER: Aurora Benton, Astrapto</b></p> <p>Whether generating revenue or reducing costs, sustainability delivers a return on investment. However, sales teams are not equipped to differentiate their venue through social and environmental initiatives and operations teams have a limited understanding of how sustainability should be managed. Until sustainability is truly integrated in all functions, the possible financial benefits remain unrealized. Venue leaders who leverage sustainability from both the bottom up and the top down stand to grow sales, increase efficiencies, and improve culture.</p>
11:15a-12:15p	<p><b>Educational Session: "Safety/Security"</b></p> <p>Always a hot topic and attendee favorite. This panel discussion will have our supporters, building officials and sponsors.</p>
12:15-2p	Sponsor's Luncheon
2-3p	Ticketmaster Presentation
3-4p	<p><b>Educational Session: Trends Report: "Memorable Premium Experiences &amp; Exciting Concession" Marisa Flynn, OVG</b></p> <p>The modern guest expects more than a seat- they crave an experience. In an increasingly competitive landscape, venues across the country are reimagining premium hospitality and concessions to deliver unforgettable moments that go far beyond the basics. This high-energy panel brings together a dynamic mix of venue operators from theaters, arenas, and stadiums to spotlight the latest trends and winning strategies.</p>
4-4:15p	Snack Break
4:15-4:45p	FVMA Business Meeting
4:45-5:15p	FVMA Legislative Update
5:15-7p	Networking & Free time
7-7:30p	Reception at the Hutchinson Island Resort
7:30-9:30p	Dinner at the Hutchinson Island Resort
9:30p-12a	Hospitality Suite

## Tuesday, June 17

8:00-9a	Buffet Breakfast
9a-10a	<p><b>Educational Session: "Catering to the Modern Business Traveler" Marisa Flynn, OVG</b></p> <p>Today's business travelers expect more than just convenience-they demand seamless experiences, elevated amenities, and personalized service that reflects the pace and preferences of modern professional life. This dynamic panel brings together hospitality leaders from top convention centers to explore how venues are evolving to meet these expectations.</p> <p>From innovative F&amp;B offerings and tech-integrated spaces to wellness amenities and sustainable practices, our panelists will share firsthand insights into how they're reimagining guest services to attract and retain discerning business clientele. Whether you're looking to upgrade your convention center's appeal or stay ahead of industry trends, this conversation will offer practical strategies, emerging ideas, and real-world examples of what's working now.</p>
10a-11:30a	<p><b>Educational Session: New Build, Renovated, Expanded Venues</b></p> <p>This is a panel of venue executives, contractors, architects and staff to discuss the elements of building changes and new construction.</p>
11:30a-1p	Lunch - on your own
1p-2:15p	<p><b>Educational Session: Gil Fried "Venue Leadership around AI."</b></p> <p>AI is not just a tool, but it is creating a cultural change in our workforce as well. Many employees now feel they can just put in a query and get an answer and they have done "research." This might cause a lot of problems. Venue leaders need to know how it is being used, how to make sure employees are using it effectively, and how to stay one step ahead of all the possible controversies.</p>
2:15p-3:15p	<p><b>Educational Session: Promoters' Panel</b></p> <p>William Rodriguez (Live Nation)  John Valentino (AEG)  Tony Downs (Feld Entertainment)  David Pitman (Cirque du Soleil)  Moderated by Allen Johnson and Kevin Stone</p>
3:15p-4:15p	<p><b>Round Tables:</b></p> <ol style="list-style-type: none"> <li>1. Stadiums &amp; Arenas (Mike Kenny, Zane Collings)</li> <li>2. Convention Centers (Tony Camarillo)</li> <li>3. Performing Arts Centers (Kevin Stone)</li> </ol>
	Networking & Free time
6:30-7p	Reception at the Hutchinson Island Resort
7-9p	Dinner at the Hutchinson Island Resort
9p-12a	Hospitality Suite