

# Experiential Marketing: Creating Closer Bonds Between Customers and Brands @ Nashville Predators

Join us @ Bridgestone Arena to hear how the Nashville Predators use experiential marketing strategies to create brand loyalty and drive business – from naming this the “Year of the Fan” to implementing the most robust giveaway and theme night schedule in history. From sports to music, from local to national, from big to small experiential marketing initiatives can stir positive emotions in people and create the most valuable customers. Come hear from experts in the field.

**When:**

**Start:** Wednesday, November 20, 2019 at 8:15am

**End:** Wednesday, November 20, 2019 at 3:45pm

**Where:**

Nashville Predators

Bridgestone Arena

501 Broadway

Nashville, TN 37203

## Agenda

TIME	EVENT DETAILS
8:15am - 9:00am	<b>Networking Breakfast</b>
9:00am - 9:15am	<b>Introductions</b>
9:15am - 10:00am	<b>MORE THAN 20 YEARS OF SPORTS, ENTERTAINMENT AND MORE!</b>  Our opening panel is at The Bridgestone Arena — home to the Nashville Predators, hundreds of sporting events (from figure skating to college basketball, professional bull riding and more) and musical experiences

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(from concerts and awards shows). The Bridgestone Arena / Nashville Predators team along with other Nashville entertainment professionals will share their expertise in creating lifelong memories through innovative experiences

**Moderator: David Kells**

Senior Vice President, Entertainment and Marketing, Nashville Predators / Bridgestone Arena

**Panelist: Chris Junghans**

Executive Vice President and Chief Revenue Officer, Bridgestone Arena / Nashville Predators

**Panelist: Steve Taliaferro**

Senior Vice President, Marketing / Nashville Touring Live Nation

**Panelist: Becky Gardenhire**

Co-Head, Nashville Office, William Morris Endeavor (WME)

**Panelist: Lindsay Bertelli**

President, Reach Nashville

10:00am  
- 10:45am

**CREATING AWARD-WINNING EXPERIENTIAL ACTIVATIONS WITH IMMERSIVE NARRATIVES**

Brands now more than ever are turning to immersive experiences that are not only bringing value to their marketing plans but that serve to surprise and delight their customers and fan base. In this session, marketers will learn what makes a successful experience, how to leverage activations that leave audiences wanting more, and what the future of experiential looks like. Some of the most talked-about experiential case studies will be unpacked, including HBO's in-world activations at SXSW for some of its most popular series, Westworld and Game of Thrones.

**Trevor Guthrie**

Co-Founder, Giant Spoon

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10:45am - 11:00am	<p><b>Networking Coffee Break</b></p>
11:00am - 11:45am	<p><b>MY MARILYN MOMENT</b></p> <p>Sexy Hair celebrated the 60th anniversary of the scene-stealing moment when Marilyn Monroe’s dress was lifted by a gust of wind from the subway during the filming of The Seven Year Itch, by recreating the iconic scene on the streets of New York. In homage to the actress, a celebrity brand ambassador for Sexy Hair, fans were encouraged to stop by and experience history at the site of the original filming of the movie 60 years ago. Sexy Hair also encouraged users to submit their stories using <a href="#">#MyMarilynMoment</a>. Learn how this one-day branded experience delivered big results.</p> <p><b>Sloane LaMartina</b> Director, Digital Communications and Brand Experience, Sexy Hair</p> <p><b>David Fischette</b> President/CEO/Chief Creative, Go West Creative</p>
11:45am - 12:30pm	<p><b>HOW NISSAN BRINGS THE BRAND TO LIFE WITH A 360 DEGREE APPROACH</b></p> <p>Heisman House is Nissan and ESPN's invitation to "Get to know the Heisman Trophy Winners" during a pre-game experience designed to celebrate some of college football's most outstanding players. Nissan will create conversations about their brand by employing a 360 degree marketing approach, capitalizing on the depth and breadth of consumers who tune in to college football, delivering content and experiences that will draw them closer to the brand, into the dealership and ultimately drive the sale. Here more about their integrated approach.</p> <p><b>Robert Cross</b> Director, Media &amp; Activation, Nissan North America, Inc.</p>

TIME	EVENT DETAILS
12:30pm - 1:15pm	<p><b>Networking Lunch Break</b></p>
1:15pm - 2:00pm	<p><b>MusicX - CREATING FAN AFFINITY</b></p> <p>This session will explore the experiential aspects of music, from events to tours, and how they create fan affinity that drives consumer loyalty through organic brand integration. Case studies will include the iHeartRadio Music Festival, iHeartRadio Fiesta Latina and the Egglund's Best Martina McBride 2019 Joy of Christmas Tour. Panel members may include: Martina McBride's manager and others!</p> <p><b>Moderator: Rick Murray</b> Senior Vice President, Talent and Brand Integration, Premiere Networks</p> <p><b>Greg Luehrs</b> Director, Sponsorships &amp; Partnerships, Jack Daniel's</p> <p><b>Craig Dunn</b> Vice President, Collective Artist Management</p>
2:00pm - 2:45pm	<p><b>BRINGING THE "PROMISE OF NASHVILLE" TO LIFE</b></p> <p>Nashville, where music is inspired, created, recorded and performed, provides the ultimate musical entertainment experience every day. Hear how Visit Music City has created a premier entertainment destination, with authentic and unique leisure and convention experiences, that have helped the city to consistently exceed tourism and growth goals.</p> <p><b>Deana Ivey</b> Chief Marketing Officer, Nashville Convention and Visitors Bureau</p>
2:45pm	<p><b>Tour of the Bridgestone Arena</b></p> <p>Fresh from an off-season renovation, join us for a behind-the-scenes guided tour of The Bridgestone Arena. All renovations were done in a</p>

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deliberate fashion to continue to make the experience the best ever for the "most passionate fans in all of sports."