

EVENT AGENDA

THURS. - 07/17

DAY 1

2:00 - 4:00 PM

ARRIVAL & CHECK-IN

Personalized check-in concierge.

POTAWATOMI HOTEL

4:00 - 6:30 PM

EVENT START

Welcome cocktail reception

BUSINESS CASUAL OR COCKTAIL

SERENITY ROOM

5:30 - 6:15 PM

FIRESIDE CHAT

Fireside Chat with *Adam Kroener*, CEO of Carbliss

BUSINESS CASUAL

SERENITY ROOM

6:30 - 8:30 PM

WELCOME DINNER & MEET & GREET

Welcome dinner & Meet & Greet with *David Meltzer, Adam Kroener, Tatiana Budney, Nick Dillion, Jamar Jones, Teegan Bartos* and more special guests

BUSINESS CASUAL

SERENITY ROOM

8:30 PM ONWARDS

NETWORKING

BUSINESS CASUAL

SERENITY ROOM

EVENT AGENDA

FRI. - 07/18

DAY 2

7:30 - 8:30AM

BREAKFAST

Fuel up and connect with fellow attendees.

SERENITY ROOM

8:00 - 8:15AM

DAY 2 KICK-OFF

Opening remarks by Jamar and Natalia

BUSINESS CASUAL

SERENITY ROOM

8:15- 9:50AM

KEYNOTE: DAVID MELTZER

Inspiration, strategy, and Q&A with one of the best in the game.

BUSINESS CASUAL

SERENITY ROOM

10:00AM - 10:15AM

SPOTLIGHT SESSION: DOMINIC ORTIZ, POTAWATOMI CEO

A special message from the leader behind one of Milwaukee's most iconic destinations.

BUSINESS CASUAL

SERENITY ROOM

04:30 - 06:00 PM

10X BRAND POSITIONING WORKSHOP

How to monetize your message and elevate your visibility.

BUSINESS CASUAL

SERENITY ROOM

11:45 – 12:30 PM

PODCAST RECORDING (CLOSED SESSION)

David, Jamar & Dominic record a private podcast at the Sportsbook Studio.

CASUAL

OFF SITE

12:00 PM – 1:00 PM

BOXED LUNCH & TRANSIT

Grab lunch from the Serenity Room before we head to Visit Milwaukee.

CASUAL

SERENITY ROOM

EVENT AGENDA

FRI. - 07/18

DAY 2

1:30 – 2:00 PM

CORE VALUES WORKSHOP

With special guest Nick Dillon – align your brand with what matters most.

CASUAL

VISIT MILWAUKEE

2:00 – 3:00 PM

BRAND TO SCALE WORKSHOP

Teegan Bartos leads this hands-on session with breakout group discussions and Q&A.

CASUAL

VISIT MILWAUKEE

3:00 – 3:20 PM

EMAIL LIST MASTERY

With Tatiana Budney – turn your audience into consistent revenue.

CASUAL

VISIT MILWAUKEE

3:20 – 4:00 PM

SMALL GROUP DEBRIEF

Reflect, share insights, and connect deeper in small breakout conversations.

CASUAL

VISIT MILWAUKEE

4:30 – 6:00 PM

DINNER AT 3RD STREET MARKET HALL

Relax and enjoy Milwaukee's local food scene.

CASUAL

3RD STREET MARKET HALL

6:00 – 7:30 PM

TRANSIT TO HOTEL + DOWNTIME

Take a break and recharge.

FROM OFF-SITE VENUE

07:30 PM ONWARDS

CASINO MIXER & NETWORKING AT BAR 360

Enjoy the night with great company, music, and complimentary drinks.

CASUAL OR COCKTAIL

HOTEL CASINO

EVENT AGENDA

SAT. - 07/19

DAY 3

7:30 – 8:30 AM

BREAKFAST

Fuel up and connect with fellow attendees.

CONTINENTAL

8:30 – 9:00 AM

MINDSET SESSION: RISK VS. REWARD

With Nick Dillon – shift perspective and unlock new possibilities.

BUSINESS CASUAL

SERENITY ROOM

9:00 – 1:00 PM

PODCAST RECORDING AT SPORTSBOOK STUDIO

Share your story! Interviews will take place throughout the morning.

BUSINESS CASUAL

SPORTSBOOK MEZZANINE

9:00 – 12:00 PM

LIGHT SNACKS IN THE GREEN ROOM

Fuel up between sessions.

BUSINESS CASUAL

SPORTSBOOK MEZZANINE

1:30- 2:00PM

TRANSIT TO WANTABLE CAFE

Meet at lobby to go to next venue

HOTEL LOBBY

2:00 – 4:30 PM

NEXT MOVE MASTERMIND

Unlock your next steps for growth and visibility at Wantable Cafe.

BUSINESS CASUAL

WANTABLE CAFE

4:30 - 5:00PM

TRANSIT TO HOTEL

FROM WANTABLE CAFE

EVENT AGENDA

SAT. - 07/19

5:00 – 6:00 PM

HOTEL DOWNTIME

Reset before the evening festivities.

HOTEL

6:00 – 6:15 PM

MEET IN LOBBY

Group departure for the closing venue.

BUSINESS CASUAL

HOTEL LOBBY

6:00 – 8:00 PM

CLOSING DINNER & FAREWELL REMARKS

Bastille Days Group Hangout (Weather Permitting) Followed by group dinner

BUSINESS CASUAL

CATHEDRAL PARK

8:00PM - 8:20PM

TRANSIT TO HOTEL

FROM OFF-SITE VENUE

8:30PM
ONWARDS

CASINO FREE TIME

One last chance to unwind and connect.

CASUAL

CASINO