



LEVEL UP: BUILDING THE NEXT GENERATION OF ATTRACTIONS.

EVENT SCHEDULE

MARCH 11

*ALL TIMES ARE MOUNTAIN TIME

-  **8:00-9:00 AM** ● NETWORKING CAFE - COFFEE & PASTRIES
*IN PERSON EVENT SPONSORED BY: **Teak**
-  **8:50 AM** ● VIRTUAL ACCESS OPENS
-  **9:00-9:15 AM** ● WELCOME ADDRESS
LED BY SONDRA SHANNON
-  **9:15-10:45 AM** ● OPENING KEYNOTE - "7 STAR SERVICE"
LED BY MC AND KEYNOTE SPEAKER RUBY NEWELL-LEGNER SPONSORED BY: 
-  **10:45-11:00 AM** ● 15 MIN BREAK
VIRTUAL BREAK POWERED BY 
-  **11:00-11:40 AM** ● REVENUE, REPUTATION, AND RELATIONSHIPS: THE OPERATIONAL ROI OF STREAMLINED IN-KIND GIVING
LED VIRTUALLY BY: RENEE ZAU
-  **11:45 AM - 12:25 PM** ● "RESTROOM EXPERIENCE: FROM GUESTS TO STAFF"
LED BY ERIK FLOOD

*SCHEDULE SUBJECT TO CHANGE.

GROWTH ISN'T OPTIONAL - IT'S THE NEXT LEVEL!



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 12:30-1:25 PM ● 55 MIN LUNCH

 1:30-2:10 PM ● “FUTURE PROOFING YOUR BUSINESS - THE IMPORTANCE OF TECH THAT GROWS WITH YOUR FACILITY”
PANEL SESSION FT. SONDRAS SHANNON, ADAM MACY & MANNY NAVARRETE

 2:15-2:45 PM ● “FROM CHAOS TO CLARITY: TAKE CONTROL OF YOUR FINANCIAL DATA”
LED BY R. PERSICHTITTE

 2:45-3:00 PM ● CLOSING REMARKS & RECAP
LED BY RUBY NEWELL-LEGNER

 3:00 PM ● VIRTUAL ACCESS CLOSES

 6:30-8:30 PM ● *LIVE WITH SONDRAS* VIP WINE TASTING
LIGHT REFRESHMENT AND WINE TASTING AT SILVER VINES WINERY



 7509 GRANDVIEW AVE, ARVADA, CO 80002

*VIP ONLY - IN PERSON EVENT

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EVENT SCHEDULE

MARCH 12

*ALL TIMES ARE MOUNTAIN TIME

🕒 8:00-9:00 AM

● NETWORKING CAFE - COFFEE & PASTRIES

*IN PERSON EVENT

SPONSORED BY: **Teak**

🕒 8:50 AM

● VIRTUAL ACCESS OPENS

🕒 9:00-9:15 AM

● DAY 1 RECAP & DAY 2 WELCOME
LED BY GUEST HOST RUBY NEWELL-LEGNER

🕒 9:15-9:55 AM

● “10X YOUR ATTRACTIONS BUSINESS: FROM 10% GROWTH
TO MARKET DOMINANCE”
LED BY JAKE SHANNON

🕒 10:00-10:45 AM

● “THE NEXT EVOLUTION OF THEME PARKS: DESIGNING
STORYWORLDS FOR EVERYONE”
LED BY CHERYL NACHBAUER

🕒 10:45-11:00 AM

● 15 MIN BREAK
VIRTUAL BREAK POWERED BY **xplor pay**

🕒 11:00-11:40 AM

● “AUTOMATING THE ENTRY EXPERIENCE WITH SOMERSPLASH &
ALVARADO” SYSTEMS SAVE - YOUR TECH NEEDS TO TALK”
A FIRESIDE CHAT WITH MATT ULERY, STEPHEN SIMS
& SONDRAS SHANNON

🕒 11:45 AM -
12:25 PM

● YOUR MESSAGING IS THE BOTTLENECK - HOW CLARITY
DRIVES REVENUE, TEAMS, AND GUEST EXPERIENCE
LED BY KREDA MCCULLOUGH

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MARCH 12

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SPONSORED BY:



🕒 12:30-1:25 PM ● 55 MIN LUNCH

🕒 1:30-2:10 PM ● “THE REVENUE DEFENSE STRATEGY: WINNING THE CHARGEBACK WAR”
LED BY STEPHANIE GREER

🕒 2:15-2:55 PM ● REFUND PROTECTION FOR ATTRACTIONS: DELIVERING VALUE AND PEACE OF MIND
LED BY BRANDON TOLLER

🕒 3:00-3:50 PM ● CLOSING KEYNOTE
LED BY RUBY NEWELL-LEGNER



🕒 3:50-4:00 PM ● FINAL REMARKS
LED BY SONDRAS SHANNON

🕒 4:00 PM ● VIRTUAL ACCESS CLOSES

🕒 4:00-4:30 PM ● BEER & KOMBUCHA NETWORKING
*IN PERSON EVENT

🕒 5:00-CLOSING ● THE GRAND FINALE: SECRET LEVEL
ALL GUESTS WELCOME! EVENT ENDS AT 8:00 PM. FOOD PROVIDED. LAST CALL WILL BE GIVEN. GUESTS STAYING PAST 8:00 PM ARE RESPONSIBLE FOR ANY ADDITIONAL BEVERAGE COSTS AS REGULAR SERVICE RESUMES.



📍 5711 OLDE WADSWORTH BLVD, ARVADA, CO 80002

*IN PERSON EVENT. THIS NETWORKING EVENT CONTINUES UNTIL THE FINAL GUEST DEPARTS, ENSURING MAXIMUM RELATIONSHIP BUILDING.

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