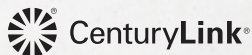




EMPOWER FIELD at MILE HIGH

EVENT PARTNERS:



SCHEDULE

1:45 - 2:15 PM

Empower Field at Mile High (Gate 7)

- Arrival & Check-In
- Elevator Pitch Competition Begins

Think you have what it takes to wow the judges and win the ultimate VIP Broncos Game Day Experience? Stop by the elevator lobby between 1:45 and 2:15 p.m. today and give your best :30 elevator pitch about your business to our guest judges in an actual elevator! Judging will be based on creativity, enthusiasm and content/business delivery. Good luck!

2020 Elevator Pitch Judges:

- Mac Freeman, Chief Commercial Officer, Denver Broncos
 - Brittany Bowlen, VP of Strategic Initiatives, Denver Broncos
 - Jerry Kelly, Chief Marketing Officer, Marketing 360®
 - Rich Karlis, Senior Director of Corporate Sponsorships, CenturyLink
- Photos with Super Bowl Trophies
 - Professional Headshot Photos
 - Networking/Partner Booth Visits

2:15 - 3:30 PM

East United Club - South Side

Program to Include:

- Michelle Beisner-Buck: **Keynote Speaker**
"The Playbook of Being Fearless"
- Trivia Quiz
- Prize Winners Announced

3:40 - 4:45 PM

Level 4 - Suite Level

- Breakout Sessions with Broncos Executives
Two 30-minute sessions of your choice

4:45 - 6:00 PM

East United Club - North Side

- Stadium Tours *Optional*
- Networking Happy Hour
- Gift Bags Distributed
- Event Concludes

A special thank you to today's emcee: Ed McCaffrey

BREAKOUT SESSIONS

Ted Santiago (Director of Marketing) & **Cassidee Owens** (Creative Services Manager)

5280 Room

Power of the Brand/Marketing - There is nothing more powerful than your brand and the image of it in the mind of your customers. Join Ted & Cassidee to learn how the Broncos have leveraged a deep understanding of their brand platform to serve as an internal guide and decision-making tool for leadership and staff. Learn best practices on how you can apply similar findings to your marketing strategy and goals.

Patrick Smyth (Executive V.P. of Public & Community Relations), **Erich Schubert** (Director of Media Relations) & **Seth Medvin** (Senior Strategic Communications Manager)

Suite 417/418

Strategic Communication & Crisis Management - Effective communication and issues management, including crisis response, are essential for both the internal and external stakeholders of any business. In this session, learn how the Denver Broncos strategically communicate key football and business issues publicly as well as internally, considering a variety of audiences (fans, partners, league office, media and employees) to ensure organizational objectives are successfully met.

Caroline Deisley (Social Media Engagement Coordinator) *WITH SPECIAL GUEST FROM* **Marketing 360***

Suite 420

Defining Social Media Success - Join the discussion on how the Broncos adapt to the ever-changing social media landscape and reevaluate strategies, processes and metrics to help stay at the top of the NFL. A complicated social space is made easy when it is whittled down to two words; Trust and Traffic. Learn how everything in digital marketing falls under those two areas and where a new business should start.

Brady Kellogg (Senior V.P. of Corporate Partnerships)

Suite 421

Power of Partnership - Ever wondered how your company can partner with the Broncos, or what benefits are derived from such a relationship? Join Brady to learn more about how the Broncos approach partnership opportunities as well as a general framework and suggestions for maximizing all types of business partnerships.

Chip Conway (Senior V.P. of Operations)

Suite 423

Behind the Scenes of Football Operations - Operations and logistics are an integral part of every business no matter the size. Join Chip and learn the ins and outs of operations and logistics as it relates to an NFL franchise, from moving an entire team and front office staff on road trips, to always having contingency plans.

Chris Newman (Director of Information Technology) *WITH SPECIAL GUEST FROM* **CenturyLink***

Suite 426

Broncos IT: Keeping Security "Top of Mind" - Learn how the Broncos keep IT Security in the forefront. We will dive into topics such as: "PCI Compliance along with East-West Network Segregation". "Security – always on your mind and if it's not – it should be" plus specific PCI, HIPAA, and PHI considerations.

Pat Tetrick (Director of Guest Relations) & **Glenn Hives** (Director of Customer Service)

Suite 428

Champions in Customer Service: Establishing Yourself a Mile High Above The Rest - An introduction into how a combined 45 years of customer service knowledge continues to develop a strategy to provide a great experience for 76,000 fans. With the ever-changing marketplace and technologies, Pat and Glenn will provide insight into how to stay in front of the competition and use new initiatives to develop Mile High Championship Standards.

