CITY OF RAPID CITY
TRAVEL REQUEST

LF012809-10

Person requesting travel __Emily Price__ Department __Civic Center 0917__

I hereby request permission to travel for the following purpose: (Give specific nature of business and interest of the City to justify cost involved.) __PACNET Paciolan | Ticketmaster Training and Workshops__

List all other City employees, if any, making the trip for the same purpose: __NONE__

Place of meeting or destination: __Newport Beach, CA__

Date of meeting __2-22-09 to 2-25-09__

Date trip to begin __2-22-09__ Date trip will end __2-25-09__

Method of transportation requested __AIR__

Estimated transportation cost	$ 340.00
Meals	108.00
Lodging __3__ days	624.60
Other costs – description __Registration__	549.00
__Shuttle / Taxi__	50.00
Total estimated cost of trip	$ 1671.60

Signed __Emily Price__ 1/13/09 Date _____ (Department Head) Date 1/12/09

(person requesting travel)

- -

When the cost of the trip will exceed $500, per employee, this section must be signed.

In accordance with the provisions of Rapid City ordinances and travel regulations, consent is hereby given for travel as requested in the foregoing application. Maximum cost of trip authorized is $ _____

Approved: _____ Date _____

Mayor

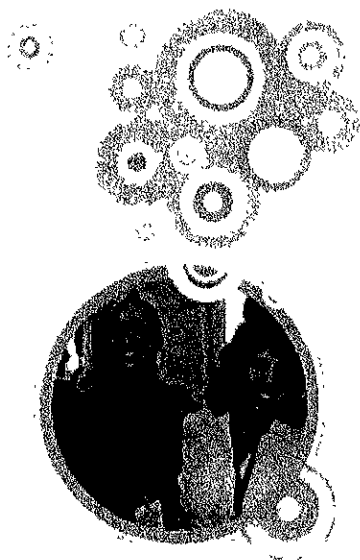- -

When the cost of the trip will exceed $1,500, per event, Council approval is required.

Approved by Common Council on_____ (Date)

White copy – Mayor   **Yellow copy – Finance**   **Gold copy – Department copy**

Speakers

PACnet will feature dozens of your industry colleagues from arenas, pro sports teams, college athletics organizations, performing arts venues and museums & attractions. **Check back frequently to see new speakers added weekly.**

Confirmed Speakers:

- **Jason Wise**, Bass Performance Hall
- **Tim Sabo**, The University of North Carolina
- **Rhondda Smiley**, The Corporation of Massey Hall and Roy Thomson Hall
- **Clark Livsey**, Brigham Young University
- **Jason Heggemeyer**, University of Illinois
- **Lance Grantham**, University of South Carolina
- **Chris Pohl**, Philadelphia Phillies
- **Rodi Franco**, Alley Theatre
- **Josh Berlo**, University of Notre Dame

Consultants Scheduled to Speak:

- **Eric Johnson**, Google (Sell more with search marketing campaigns & Google Analytics)
- **Glenn Christian**, Acxiom (Grow your database & reach new consumers to sell more tickets)
- **Haynes Hendrickson**, Turnkey (Better understand consumers to create effective selling strategies)

- **Brian Broussard,** Louisiana State University
- **Matt Thompson ,** Boston College
- **Melissa Wielandt,** University of Connecticut
- **Craig Pintens,** Marquette University
- **Matt Difebo,** University of Central Florida
- **Lindsay Lew,** University of Colorado
- **Jim O'Neill,** Boston College
- **Tom Gillis,** Ottawa Senators / Capital Tickets
- **David Greiss,** Theatre Under The Stars
- **Aaron Leetch,** Illinois State University
- **Christopher Armstrong,** TicketsWest
- **Brian Sayre,** Playhouse Square
- **Billy Ray Johnson,** University of Oklahoma
- **John Fogg,** Carnegie Museums of Pittsburgh
- **Charlette Blubaugh,** University of Kansas
- **Anne Armstrong,** California Berkeley

- **Jerry Smith,** JF Smith Group (Strategies to generate incremental fundraising revenue)
- **Detective Dominic Zultanski,** Security Consultant (Specializes in reducing ticket fraud)
- **Frank Lee,** The Search Agency (Maximize exposure & effectiveness for search engine marketing)

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Ticketmaster, Irvine | 5171 California Ave Ste 200 | Irvine, CA 92617 | (866) 722-4652

Market Meetings Pro Sports & Arenas

Hear the top issues facing professional sports teams and arenas and discuss how to address them in an open forum.

Targeted Selling Best Practices

Hear how your peers are managing fan clubs, limited use passwords and other features now available in the tRes suite v6.91. You will also hear how venues are offering right of first refusal (ROFR) and other suite and club member benefits to serve their most valuable customers.

Solutions Overview - Professional Sports and Arenas

Hear the future vision of the product roadmap including the evolution to the new platform. We will focus on what's available now, what's new and what's coming next. This session is tailored exclusively for the professional sports and arena markets.

Pro Sports and Arenas Innovators Workshop

Share ideas with your peers during this interactive workshop designed specifically for your market. This workshop includes peer brainstorming and problem solving exercises to tackle your market's most challenging issues.

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Proven Marketing Strategies to Sell More

Hear how your peers are effectively using iProfiles, promo codes, limited use passwords and other innovative tools to maximize revenue opportunities and sell more tickets.

Search Engine Marketing and Paid Search Strategies

Learn how venues are driving more traffic to their website and realizing incremental ticket sales with search marketing strategies. Hear success stories from your peers including strategies you can implement at your venue.
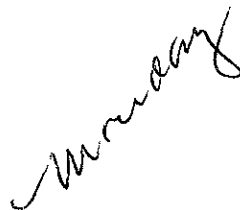
Using Secondary Ticketing to Your Advantage

Learn secondary ticketing best practices, tools and success stories to better serve season ticket holders and generate incremental revenue.

Selling More During a Down Economy

Hear strategies and programs from your peers to sell more tickets in the face of a challenging economic climate.

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Driving Incremental Revenue Through eVenue

Turn your box office into a profit center by selling more inventory online and automating your business processes.

6.91 Enhancements for the Reserved Seat Market

See the latest enhancements now available to you in v6.91. Hear scenarios, use cases and success stories for limited use passwords, price type dependencies, and order quantity rules across all markets.

Enhance Your Customer's eVenue Experience

Learn how to leverage flexible tools available to you to increase conversions, and enhance your customer's purchasing experience online.

Thwarting Fraudulent Ticketing

Learn how venues are fighting counterfeit ticketing and taking precautions to protect themselves and their customers against fraud.

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Sell More Using New and Existing Technologies

Learn how to leverage Ticketmaster's ecommerce, email and marketing strategies as well as partnerships with BlackBerry, Yahoo! and Wal-Mart to connect with new consumers and sell more tickets.

Creating an Inside Sales Team

Hear how the University of Central Florida increased annual revenues from $1 million to over $7 million in less than 4 years by creating an inside sales program. Walk away with a strategy that you can implement at your venue to drive incremental revenue.

Stored Value Ticketing, The Next Chapter

Learn how leading venues are generating more revenue, increasing per caps, and enhancing customer service with integrated stored value.

How to Win in the Secondary Market

Understand your options and hear strategies that will help you better manage the secondary market, realize revenue and optimize the customer experience.

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Tips and Tricks of tRes

This is a class that every tRes user should attend to learn how to fully leverage key functionality in your ticketing system.

Managing Fees Workshop

Learn how to change customer behavior and reap the financial benefits from fee management through your sales channels.

Understanding the Benefits of Google Analytics

Understand how to implement Google Analytics on your website and eVenue page and learn how to make actionable plans from the results.

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PACMail Training - Targeting, Segmenting and Metrics

Learn how to target and segment your database to create campaigns to maximize sales and better communicate with customers using one-to-one marketing campaigns. Then track and show value of your campaigns through easy reporting and metrics.

Leveraging Technology to Drive Revenue

Learn how innovative organizations are offering mobile marketing, SMS messaging, streaming video and social networks including Facebook and other approaches to reach new customers and drive sales.

Adding Intelligence to Your Marketing Campaigns

See how successful organizations are targeting campaigns, leveraging personalized data to drive responses and stretching sponsorship opportunities to achieve results.

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PACnet | 09

Working together to achieve more.

Annual Community Conference | February 22 - 25, 2009
Newport Beach Marriott Hotel & Spa
Newport Beach, CA

Invoice

Print   **Email**

Invoice Reference # 15256699

Registration Date:	December 12, 2008
Invoice Date:	December 12, 2008
Issued By:	PACnet Conference

Event:	PACnet 09 - Annual Community Conference
Date/Time:	Sunday, February 22, 2009 - Wednesday, February 25, 2009

The following individual(s) are registered for the event:

Reference #	Name	Company/Organization	Type
15256699	Emily Price	Rushmore Plaza Civic Center	PACnet Full Conference Pass

Billed To:

Emily Price
Rushmore Plaza Civic Center
444 Mt. Rushmore Rd. North
Rapid City, SD 57701
605-394-4115
emilypr@rushmore.com

Fees	Quantity	Unit Price	Amount
PACnet Full Conference Pass Sun, Feb 22 - Wed, Feb 25	1	$549.00	$549.00
Welcome Reception			
--- No	1	$0.00	$0.00
PACfest			
--- No	1	$0.00	$0.00

Tuesday Cocktail Hour			
--- No	1	$0.00	$0.00
Closing lunch			
--- Yes	1	$0.00	$0.00
		Subtotal:	**$549.00**
		Total:	**$549.00**

Summary of Transactions	Date	Amount	Balance
Transaction Amount	12-Dec-2008	$549.00	$549.00
		Current Balance:	**$549.00**

Payment Information

Payment Method: Check

Payment Instructions:

PAYING BY CHECK?
Please PRINT your electronic invoice. Please make checks payable to EITHER Paciolan OR Ticketmaster and mail to the following address:

Ticketmaster
Attn: PACnet Conference
P.O. Box 841752
Dallas, TX 75284-1752

Terms: Due on receipt
Payment must be received by February 20, 2009.

If registering after February 20, 2009
Your registration will be processed onsite at the event where a company check or credit card will be required for full payment.

Refund Information

NO REFUNDS AFTER JANUARY 23, 2009.

If you are unable to attend, you must advise us in writing prior to January 30, 2009 as follows:

(A) Written Notice of Substitutions
We are happy to welcome one substitution delegate, up to the start of this event, at no extra charge. Sharing of Attendee passes is not permitted. One pass per person only.

(B) Written Notice of Cancellation
Received December 19, 2008 to January 23, 2009 = 50% cancellation fee. **NO REFUNDS AFTER JANUARY 23, 2009.** In the case of refunds, a check will be issued for your payment less cancellation fee. If one or more team members cancel and do not provide substitutions, the complimentary registration is invalid.

reg **Look behind the Scenes**

Close this window