


2025 USL CLUB REVENUE SUMMIT SESSION SCHEDULE


SUNDAY, JULY 20, 2025

| Start Time (CT) | End Time (CT) | Streeterville + Avenue Pre-Function | | Streeterville Entrance |
|-----------------|---------------|-------------------------------------|--|------------------------|
| 11:00 AM | 12:00 PM | Licensee Vendor Quick Connect | | Attendee Registration |
| 12:00 PM | 1:00 PM | | | |
| 1:00 PM | 2:00 PM | | | |
| 2:00 PM | 3:00 PM | | | |
| 3:00 PM | 4:00 PM | | | |
| 4:00 PM | 5:00 PM | | | |
| 5:00 PM | 6:00 PM | | | |
| 6:00 PM | 7:00 PM | | | |

MONDAY, JULY 21, 2025

| Start Time (CT) | End Time (CT) | Avenue East | Avenue West | Streeterville + Avenue Pre-Function |
|-----------------|---------------|---|--|---|
| 8:00 AM | 8:30 AM | | | Registration & Info Desk Opens |
| 8:30 AM | 9:00 AM | | | |
| 9:00 AM | 9:30 AM | F&B Revenue Strategy Optimization | Ticket Pricing Strategies: Micro-Zones, Testing, and Real-Time Adjustments | Licensee & Club Meetings |
| 9:30 AM | 10:00 AM | | Increasing Brand Awareness Through Retail | |
| 10:00 AM | 10:30 AM | Data Trends Fueling the New Era of Fandom and Club Business | Blocking & Tackling Ticket Sales: Essential Tactics to Drive Attendance | |
| 10:30 AM | 11:00 AM | Building More Impactful Sports Partnerships | | |
| 11:00 AM | 11:30 AM | Lunch in King Arthur Court, presented by Scandinavian Building Services | |  |
| 11:30 AM | 12:00 PM | | | |
| 12:00 PM | 12:30 PM | | | |
| 12:30 PM | 1:00 PM | | | |
| 1:00 PM | 1:30 PM | Maximizing Revenue Through Marquee Assets | Inside the Deal- Gainbridge x USL | Licensee & Club Meetings |
| 1:30 PM | 2:00 PM | World Cup Visibility: What Clubs Can Learn from Brand Activation Plans | Proving the Win: Measuring ROI in Modern Marketing Campaigns | |
| 2:00 PM | 2:30 PM | Know Your Crowd: Segmenting Fans to Drive Deeper Engagement | Successful Kit Launch Strategies | |
| 2:30 PM | 3:00 PM | | | |
| 3:00 PM | 3:30 PM | Putting AI to Work in Sales & Retention | Content That Converts: Driving Value from Digital Media | |
| 3:30 PM | 4:00 PM | | | |
| 4:00 PM | 4:30 PM | | | |
| 4:30 PM | 5:00 PM | | | |

TUESDAY, JULY 22, 2025

| Start Time (CT) | End Time (CT) | Avenue East | Avenue West | Streeterville + Avenue Pre-Function |
|-----------------|---------------|--|---|---|
| 8:00 AM | 8:30 AM | Breakfast in King Arthur Court, presented by SportsEngine | |  |
| 8:30 AM | 9:00 AM | | | |
| 9:00 AM | 9:30 AM | Building Attendance Through Ancillary Events | CRM in Action: Automations, Workflows & the Full Fan Journey | Registration & Info Desk Opens |
| 9:30 AM | 10:00 AM | From Theme to Turnstile: Leveraging Promo Nights to Drive Ticket Sales | Leading Today's Ticketing Sales Teams: Coaching, Metrics & Motivation | |
| 10:00 AM | 10:30 AM | Evolving Premium: What's Driving Value for Buyers Today | Building Club Identity Through Community Culture | |
| 10:30 AM | 11:00 AM | | | |
| 11:00 AM | 11:30 AM | | | |
| 11:30 AM | 12:00 PM | | | |

conclusion of event