



Tentative Agenda

Sports and Entertainment Marketing Conference

February 6-10, 1008

Orlando, Florida



Wednesday, February 6, 2008

- 3 p.m. – 6 p.m. Arrival and Hotel Check-in
- 9 p.m. Registration
- 9 p.m. Orientation (advisors only)

Thursday, February 7, 2008

- 8 a.m. Shuttle from hotel to Universal Orlando
- 8:30 a.m. Breakfast (included in registration) at Hard Rock Café followed by entertainment marketing presentations
- Lunch on own (option to purchase meal voucher at additional cost)
- 1:30 p.m. Team building/marketing exercise in Universal Studios or Islands of Adventure theme parks
- 3:00 p.m. Students are free to enjoy the parks. Shuttles will run to the hotel from 5:30 p.m. – 8:30 p.m.
- Dinner on own
- midnight Curfew

Friday, February 8, 2008

- 8 a.m. Shuttle from hotel to Universal Orlando
- 8:30 a.m. Breakfast (included in registration) at Hard Rock Café followed by sports marketing presentations
- Lunch on own (option to purchase meal voucher at additional cost)
- 1:00 p.m. Students are free to enjoy the Universal Studios or Or Islands of Adventure Theme Parks. Shuttles will run to the hotel from 3:30 p.m.– 5:00 p.m.

6:00 p.m. Shuttle from hotel to Orlando Magic Game

7:00 p.m. Orlando Magic vs LA Lakers

midnight Curfew

Saturday, February 9, 2008

Students are free to enjoy the day at Walt Disney World with the ticket, which is included with registration.

Midnight Curfew

Sunday, February 10, 2008

Departure

NOTE: The special activity ticket(s) at Planet Hollywood and/or Disney Quest will be honored Tuesday, February 5, through Sunday, February 10.