



SUNDAY, OCTOBER 5

6:00 p.m. › **Welcome Reception at The Westin**

MONDAY, OCTOBER 6

8:00 a.m. › Registration

8:00 a.m. › Breakfast

8:00 a.m. › 1st Time Attendee Breakfast

9:00 a.m. › Welcome & Opening Remarks

10:00 a.m. › Consultation Center Open

10:00 a.m. › What's New in Galaxy

11:30 a.m. › LUNCH

12:45 p.m. › Spotlight on Our Sponsor: Chase

1:00 p.m. › 'Galaxy 8 and Beyond: What to Expect from Future Releases

1:30 p.m. › Discover the Next Gen Web Store

2:30 p.m. › Afternoon Snack

2:45 p.m. › Next Gen Web Store: What's Coming Next

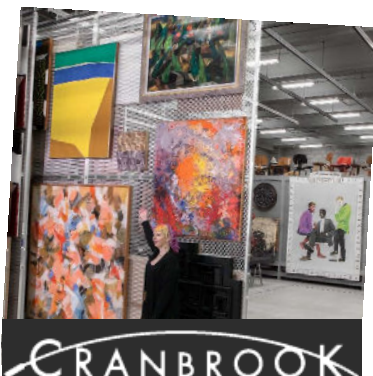
3:15 p.m. › UGM: Your Week At A Glance!

3:30 p.m. › Better Together: Connecting Galaxy Users - OPS, IT

3:30 p.m. › Better Together: Connecting Galaxy Users - Finance

3:30 p.m. › Better Together: Connecting Galaxy Users - Sales, Marketing, Membership

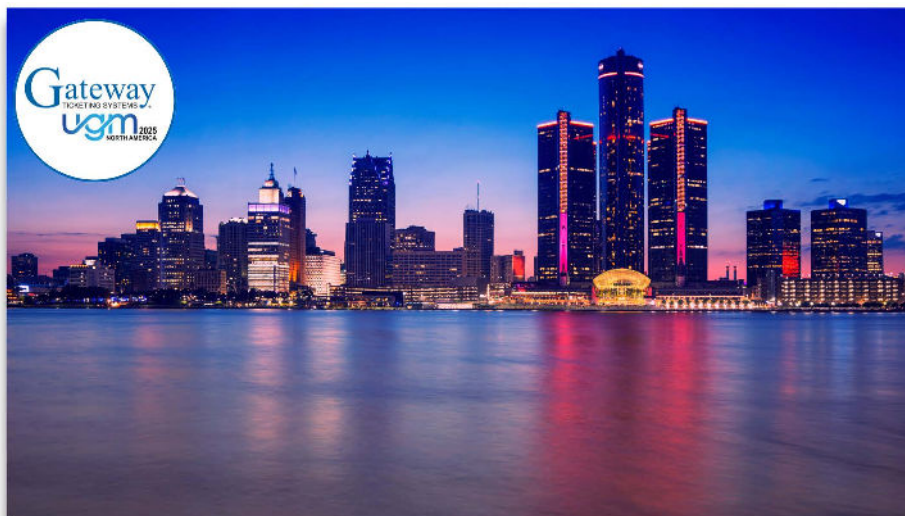
5:30 p.m. › Evening Event hosted by Cranbrook Education Community



TUESDAY, OCTOBER 7



- 8:00 a.m. › Breakfast
- 8:30 a.m. › UGM Rookie Roundtable
- 8:50 a.m. › Customer Spotlight: Behind the Scenes Q&A
- 9:00 a.m. › Consultation Center Open
- 9:00 a.m. › Host Highlights: Detroit Zoo and Cranbrook Educational Community Spotlights
- 9:30 a.m. › Inside a Vision Engagement: Live Mini Session
- 10:15 a.m. › Women in Tech: Empowering Women At Every Level
- 10:45 a.m. › Morning Snack
- 11:00 a.m. › BREAKOUT:Optimizing Success: Collaborating with Gateway to Unlock More Value
- 11:00 a.m. › BREAKOUT:Maximizing Your System: Smarter Configurations & Reporting
- 11:00 a.m. › BREAKOUT:Let's Upgrade! Live Demo + Best Practices
- 12:00 p.m. › LUNCH
- 1:00 p.m. › Inspiration in Action: Innovative Customer Highlights
- 1:15 p.m. › Spotlight on our Sponsor: Digonex
- 1:30 p.m. › Visitation Trends: What's Now, What's Next
- 2:15 p.m. › Unlocking Efficiency and Experience with Galaxy Kiosks
- 3:00 p.m. › Afternoon Snack
- 3:15 p.m. › Change Management: More Than Just Galaxy
- 3:45 p.m. › Static, Dynamic, and Beyond: Practical Approaches to Pricing



WEDNESDAY, OCTOBER 8



- 8:00 a.m. › Breakfast
- 8:30 a.m. › UGM Rookie Roundtable
- 8:50 a.m. › Customer Spotlight: Behind the Scenes Q&A
- 9:00 a.m. › Consultation Center Open
- 9:00 a.m. › Implementations THEN AND NOW
- 9:45 a.m. › Smart Strategies for Engagement & Fundraising: From AI Tools to RFM Insights
- 10:45 a.m. › Morning Snack
- 11:00 a.m. › BREAKOUT: Galaxy Tips & Tricks
- 11:00 a.m. › BREAKOUT: Boldt Castle New Web Store: Start to Live in 45
- 11:00 a.m. › BREAKOUT: Keeping Guests Engaged: CRM Strategies That Work
- 12:00 p.m. › LUNCH
- 1:00 p.m. › Inspiration in Action: Innovative Customer Highlights
- 1:15 p.m. › Spotlight on our Sponsor: Fevo
- 1:30 p.m. › Winning with OTAs and Group Sales
- 2:00 p.m. › BREAKOUT: Beyond Group Visits: Expanding the Power of Group Sales On The Web
- 2:00 p.m. › BREAKOUT: Unlocking the Power of Attributes
- 2:00 p.m. › BREAKOUT: Managing Customers: Strategies for Sales & Marketing Professionals
- 2:45 p.m. › Afternoon Snack
- 3:00 p.m. › Voice of the Customer Roundtable
- 6:00 p.m. › Evening Event Hosted by The Detroit Zoo



THURSDAY, OCTOBER 9



- 8:00 a.m. › Breakfast
- 8:30 a.m. › UGM Rookie Roundtable
- 8:50 a.m. › Customer Spotlight
- 9:00 a.m. › Consultation Center Open
- 9:00 a.m. › Making Your Attraction More Appealing in a Skittish Economy
- 9:45 a.m. › Hardware and Payment Processing Updates
- 10:30 a.m. › Morning Snack
- 11:00 a.m. › BREAKOUT: Fighting Fraud Together: Strategies to Protect Your Business
- 11:00 a.m. › BREAKOUT: Deep Dive on Learning and Training Resources
- 11:00 a.m. › BREAKOUT: Gifting in Galaxy: Gift Tickets, Gift Cards & Real-World Success
- 12:00 p.m. › LUNCH
- 1:00 p.m. › Inspiration in Action: Innovative Customer Highlights
- 1:15 p.m. › Spotlight on our Sponsor: Alvarado
- 1:30 p.m. › UGM Recap and Real-Time Review
- 2:15 p.m. › Ask Me Anything: Panel of GTS staff members
- 3:00 p.m. › Good-bye and Thank You!

