

# Schedule AT A Glance

SUNDAY, JUNE 29

9:30 AM - 4PM	BOOT CAMPS			
	Growing Leagues for Any Business Model	Redemption Merchandising	Maximizing Groups & Events	Enhancing your Brunswick A2 Pinsetter Operations
Noon - 5:00 PM	Registration			
1:00 PM - 5:00 PM	BPAA Committee Meetings			

MONDAY, JUNE 30

8:00 AM - 7:00 PM	Registration
9:00 - 10:30 AM	Breakfast and Networking
10:30 AM - Noon	BPAA Annual Membership Meeting
1:00 - 5:00 PM	BPAA Board of Directors Meeting
1:30 - 3:00 PM	AI Workshop - Featuring Jon Lakefish Session 1
	Sponsor Pavilion: QubicaAMF
3:15 - 4:45 PM	AI Workshop - Featuring Jon Lakefish Session 2
	Sponsor Pavilion: Brunswick
7:00 - 9:00 PM	Welcome Reception

TUESDAY, JULY 1

7:30 AM - 4:00 PM	Registration
8:00 - 9:00 AM	Breakfast and Networking Hour
9:00 - 11:00 AM	General Session featuring William McRaven
11:00 AM - 4:00 PM	TRADE SHOW DAY 1

WEDNESDAY, JULY 2

8:00 AM - 4:00 PM	Registration
9:00 - 11:00 AM	Industry Awards Brunch
11:00 AM - 4:00 PM	TRADE SHOW DAY 2

THURSDAY, JULY 3

8:00 AM - Noon	Registration			
8:00 - 9:30 AM	Breakfast and Networking Hour			
9:45 - 10:45 AM	Bar	BPAA Gov. Affairs	Digital Mktg.	Leadership Dev.
	Boasting Profits: Driving Sales with your Beverage Menu, Marketing & Guest Engagement	Building Effective Relationships with Policymakers	Boost Your Brand with an Accessible Website	The Sound of Culture
11:00 AM - Noon	Bar	Sales	Digital Mktg.	Leadership Dev.
	The Rise of Mindful Drinking: Adding No & Low-Alcohol Beverages to Your Venue	10 Creative Ways to Fill Your Center During Downtime	Google Ads Amplifier: Take Your Digital Marketing from Basic to Brilliant	5 Keys to Maintaining Focus, Purpose & Momentum
Noon - 1:30 PM	Lunch with Keynote, Reince Priebus - President & Chief Strategist, Michael Best Strategies LLC			
1:45 - 2:45 PM	Food & Beverage	Leagues/Tournaments	Game Room	Leadership Dev.
	Menu Engineering- Attract New Guests, Improve Guest Experiences, Drive Sales & Profit	Threading The Needle: Tournament Oil Patterns	Bowling Center Arcade Optimization: Tips, Tricks, and Common Mistakes	Achievement Now! Elevate Your Success

EDU-TALKS

2:55 - 3:20 PM	Small Center Menus	Tournament Idea Share	Arcade	Bar
3:30 - 3:55 PM	Small Center Menus Panel	Revenue Generator Idea Share	Arcade Panel	First Time Leaders
7:00 - 10:00 PM	CLUB XPO to be announced			

All aspects of schedule are subject to change without notice. Check the Bowl Expo website for the latest updates.