

SOURCE: Ticket Summit®



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The 800-Pound Gorilla® to Address Ticket Summit® Conference

CEO Bill Guertin to Speak on Sales Strategies to Industry Professionals

VERNON, CT – (Marketwire – May 16, 2011) - **Ticket Summit®**, the leading conference and trade show for the live entertainment industry, today announced its event schedule, which includes a Welcome Address by Bill Guertin. As CEO (Chief Enthusiasm Officer) of The 800-Pound Gorilla®, Guertin has authored three books and has thirty years of experience in sales and marketing. In addition to giving the Welcome Address at **Ticket Summit®**, he will offer a private training session during the three-day conference.

Scheduled for July 13-15, 2011 at The Venetian Resort Hotel Casino in Las Vegas, NV, **Ticket Summit®** will also host ten industry panel sessions on topics ranging from sports and entertainment to technological innovations.

[Business development sessions](#) include:

<u>Speaker</u>	<u>Panel Topic</u>
Tyler Stample (Geary SEO)	<i>SEO & Email Marketing</i>
Dustin Brighton (eBay)	<i>Legal Issues & Ticketing Trends</i>
Anita Mann (Anita Mann Productions)	<i>The Vegas Box Office</i>
David Siegel (Los Angeles Dodgers)	<i>Sports & Entertainment</i>
Amir Khalighi (Ticket Platform)	<i>Ticketing Technology Part II</i>

“We're excited to welcome Bill Guertin as a speaker at our summer conference in Las Vegas! Bill knows how to inspire people to achieve their business goals, and audiences love his presentations,” said Dr. Molly A. Martinez, Executive Director, **Ticket Summit®**. “And with a wide range of industry panel sessions that follow, attendees will also gain valuable information about marketing strategies, current technologies, ticket market trends, and additional industry-related topics.”

About Ticket Summit®

Ticket Summit® is the world's leading [ticket conference](#) and trade show for live entertainment

professionals. This event attracts hundreds of global business leaders, entrepreneurs, and entertainment experts in the ticket community. Past attendees and sponsors include: Billboard, Blue Man Group, Broadway.com, eBay, Forbes, Goldman Sachs, Google, Live Nation, Madison Square Garden, Mondial Assistance, MLB, NBA, NFL, NHL, PowerPay, StubHub, Ticketmaster, Travel Guard, and Yahoo!, among others. The upcoming **Ticket Summit**[®] conference and trade show is scheduled for July 13-15, 2011 at The Venetian Resort Hotel Casino in Las Vegas, NV. For information, visit www.TicketSummit.org.

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