

IN PARTNERSHIP WITH
THE BARNETT - JDV BY HYATT
WEDNESDAY 12 NOVEMBER 2025
12:00-17:00



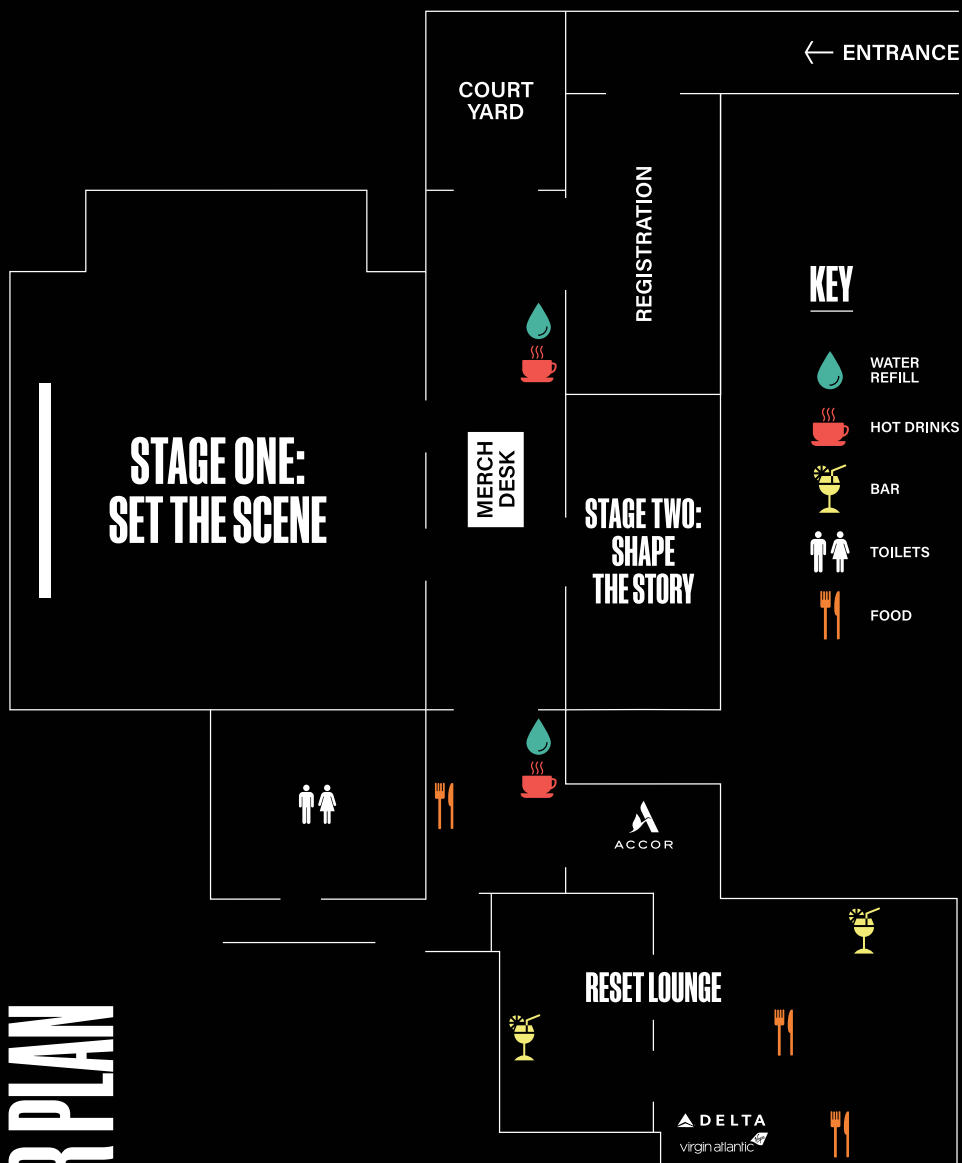
WELCOME TO OPEN HOUSE...

...where the future of entertainment travel is SET. Is AI the solution to streamlining processes? What's the future of production travel? How can your hotel attract the world's best artists? Settle in for seven epic sessions, over two expert-packed stages – where you'll find the answers to these questions (and much, much more).

SET OPEN HOUSE

by **SET**

FLOOR PLAN



STAGE ONE

SET THE SCENE.

Broad, bold discussions exploring key trends and themes shaping the status quo of entertainment travel.

- **12:55-13:00** **WELCOME TO SET 2025**
With Zahava Abend, Senior Portfolio Event Director & Co-Founder, SET;
and Stephanie Turner, Senior Vice President, New Orleans & Company

- **13:00-13:45** **FROM HEADWINDS TO HEADLINES:
WHY ENTERTAINMENT TRAVEL SHAPES THE GLOBAL STAGE**
With Chris Fenton, Founder, FENTON International Strategy
& Business Communication

- **13:45-14:00** **NETWORKING BREAK**

- **14:00-14:45** **TECH ROUND-UP:
THEMES, TRENDS & AI IN ENTERTAINMENT TRAVEL**
With Gilad Berenstein, Founder, Brook Bay Capital

- **14:45-15:00** **NETWORKING BREAK**

- **15:00-15:45** **SOUNDTRACKING POP CULTURE:
USING MUSIC TO ELEVATE ENTERTAINMENT AND TRAVEL**
With Elizabeth Crisante, Partner, CCO, Billboard UK,
Billboard Canada & Rolling Stone Canada

- **15:45-16:00** **NETWORKING BREAK**

- **16:00-16:45** **ON THE ROAD:
HOW MUSIC'S LEADING TOUR MANAGERS GET IT DONE**
With Ramey Shippen, Founder, RSS Travel;
Alyssa Scott, Founder, ALTO Travel;
David Norman, Tour Director, Tour Forensics;
and Kayla Carter Greear, Production Assistant, Luke Bryan

STAGE TWO

SHAPE THE STORY.

Intimate, candid conversations that take
a deep-dive into specific niches.

- 13:00-13:45 **A CULTURAL CROSSROADS:
WINNING THE HEARTS AND MINDS OF NEXT-GEN CONSUMERS**
With Clint Runge, CEO & Founder, Archrival
- 13:45-14:00 **NETWORKING BREAK**
- 14:00-14:45 **PRODUCTION IN 2026, 101:
WHAT EVERY TRAVEL PARTNER NEEDS TO KNOW**
With Sophie Taitt, Founder, Taitt Media;
Pamela Aberg, Executive Director, Sony Pictures Entertainment;
Carolina Groppa, Producer, CG Entertainment;
and Claire Brooks, Executive Director, AFCI
- 14:45-15:00 **NETWORKING BREAK**
- 15:00-15:45 **JUNKET SCIENCE:
HOW HOTELS, PUBLICISTS AND PRODUCTION CAN WORK BETTER, TOGETHER**
With Julie Brantley, Executive Producer & Owner, Glass Engine;
Cecilia Levin, Senior Publicist, Warner Bros. Pictures;
and Sophie Taitt, Founder, Taitt Media
- 15:45-17:00 **NETWORKING BREAK**

