WEDNESDAY 11 NOVEMBER 2026

IN PARTNERSHIP WITH

Fairmont
NEW ORLEANS

OPEN HOUSE

WELCOME TO OPEN HOUSE

The official kick-off of SET Season 5.

Two stages. Expert-led sessions. Electric networking. Killer F&B. Open House is where entertainment travel gets moving.

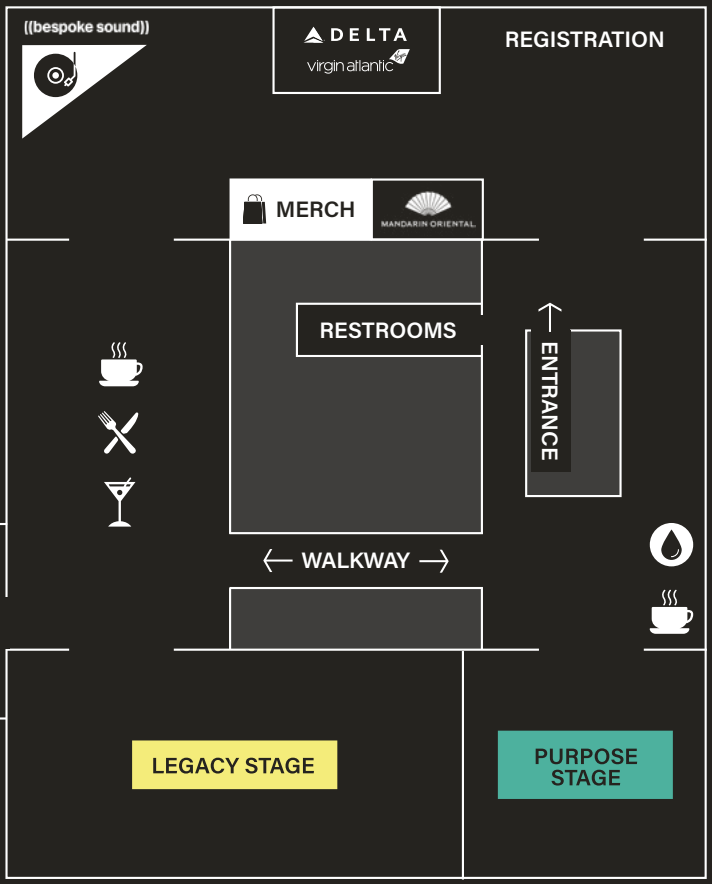
Make a pit stop at the Merch Stand for your complimentary SET goodies. Plus, limited edition SET hoodies are available for purchase if you fancy an upgrade.

Step into **The Next Cut**.

FLOOR PLAN

KEY

- WATER REFILL
- HOT DRINKS
- FOOD
- BAR
- DJ



FEATURED PARTNERS

DELTA virgin atlantic

MANDARIN ORIENTAL

((bespoke sound))

LEGACY STAGE

Broad, bold discussions exploring key trends and themes shaping what's next in entertainment travel.

12:55 – 13:00

WELCOME TO SET 2026

Nel Schneider | Senior Portfolio Event Director, SET and L.E/Miami
Stephanie Turner | SVP of Convention, New Orleans & Company

13:00 – 13:45

THE AGELESS AUDIENCE: RETHINKING WHO WE ENTERTAIN

Holly Friend | Writer and Cultural Strategist

13:45 – 14:00 **NETWORKING BREAK**

14:00 – 14:45

GAME CHANGERS: NEW PLAYING FIELD, NEW RULES

Jerrett Burke | Director, Club Ticketing and Premium Seating, NHL
Gene Tinner Jr. | Senior Vice President, Event Marketing and Ticketing, TKO
Maren McKenna | Director, Global Event Strategy & Revenue, NBA
Aaron Lampkin | Vice President & Head of Ticketing, LA28 (Olympic & Paralympic Games)

14:45 – 15:00 **NETWORKING BREAK**

15:00 – 15:45

FROM MOMENT TO MOVEMENT: TURNING BIG EVENTS INTO YEAR-ROUND DESTINATION LOYALTY

Dria Baum | Founder & CEO, House of A.C.E.S.
Carl Lamarre | Executive Editor of R&B/Hip-Hop, Billboard Magazine
Jeremy Parkins | President of North America, Destination Sport
Jo Franco | Creator & Executive Producer, Translated

15:45 – 16:00 **NETWORKING BREAK**

16:00 – 16:45

KEEPING IN SYNC: TOUR MANAGERS & TRAVEL PARTNERS

David Norman | Tour Director, Tour Forensics
Kirsty Eccleston | Head of Client Experience & Supplier Partnerships, NTRP Live, Touring & Travel
Sophia Philemond | Production Coordinator, Don Toliver
Arielle Knight | Global Luxury Account Director, Marriott International

PURPOSE STAGE

Up close, off-script and deep into specific niches.

13:00 – 13:45

THE SHOW MUST GO ON: TWO TOURING SCENARIOS, YOUR CALL

Luke Downs | Senior Travel Advisor, ASCOT Travel Services
Laura Villalanti Madarang | Area Director of Entertainment Sales, 1 Hotel Nashville and 1 Hotel Austin
Jared Mintz | Senior Director of Global Sales, Entertainment & Group, Rosewood Hotel Group
Misi Lopez Lecube | Vice President of Global Housing and Vendor Relations US/UK, ALTx Collective

13:45 – 14:00 **NETWORKING BREAK**

14:00 – 15:00

THE CONNECTION ECONOMY: WHY RELATIONSHIPS STILL WIN

Cindy Novotny | Founder, Master Connection Associates

15:00 – 16:00

TAKE THE LEAD: STOP CHASING AI, START STEERING IT

Gilad Berenstein | Founder, Brook Bay Capital, LLC

16:00 – 16:45

WE'RE ALL CREATORS NOW: TURNING YOUR KNOWLEDGE INTO INFLUENCE

Sophie Taitt | Founder, Taitt Media
Jo Franco | Creator & Executive Producer, Translated

OPEN SET HOUSE