Executive Summit

OCTOBER 7 & 8, 2026

U.S OLYMPIC & PARALYMPIC MUSEUM
MARY K. CHAPMAN EVENT SPACE

IMMERSIVE TWO-DAY EXPERIENCES FOR CULTURAL EXECUTIVES READY TO LEAD DECISIVELY IN UNCERTAIN TIMES.

U.S OLYMPIC & PARALYMPIC MUSEUM
MARY K. CHAPMAN EVENT SPACE
DOWNTOWN COLORADO SPRINGS
200 S. SIERRA MADRE STREET 80903

NETWORK: guest
PASSWORD: olympics

Executive **Summit**

TUESDAY OCTOBER 6

5:00PM - 6:00PM

INTRODUCTIONS AND PREPARATORY REMARKS AT 5:30PM

IVYWILD SCHOOL
BARREL ROOM
1604 SOUTH CASCADE AVENUE
COLORADO SPRINGS, CO 80905

FINISH AT 6:00PM - *INDIVIDUAL DINNER PLANS AND REST BEFORE DAY 1*

WEDNESDAY OCTOBER 7

8:45AM — **ARRIVAL**
TEA / COFFEE / PASTRIES PROVIDED

9:00AM — **WELCOME, INTRODUCTIONS**
MEET YOUR COLLEAGUES,
SHARE YOUR STORIES

9:30AM — **TRG DATA DEEP DIVE**
INSIGHTS FROM THE ARTS & CULTURE BENCHMARK AND CONTEXT FOR ECONOMIC TURBULENCE PAST AND PRESENT

11:00AM — **THE 2026 FRAMEWORK: PLANNING WITH CUSTOMERS IN MIND**
RECENCY, DEMAND, PEOPLE AND DISCIPLINE

12:00 PM LUNCH
LUNCH PROVIDED AT THE OLYMPIC MUSEUM

1:00PM — **RECENCY: PROGRAMMING FOR RELATIONSHIPS**

2:00PM — **DEFINING SUCCESS, DEFINING DEMAND**
ACTION: THE JOB DESCRIPTION OF PROGRAMMING

4:30PM END OF DAY 1 - *DINNER DETAILS ON PAGE 3*

Executive **Summit**

WEDNESDAY OCTOBER 7

6:00PM TO 9:00PM

GARDEN OF THE GODS RESORT
THE HILL ROOM
3320 MESA RD, COLORADO SPRINGS, CO 80904

THURSDAY OCTOBER 8

8:45AM	**ARRIVAL** TEA / COFFEE / PASTRIES PROVIDED
9:00AM	**WELCOME, REFLECTIONS** WHAT HAS STRUCK YOU? WHAT MIGHT IT MEAN?
9:20AM	**PLANNING WITH PEOPLE IN MIND** *ACTION: RETENTION OPPORTUNITY MAPPING*
10:50AM	**CREATING A CULTURE OF DISCIPLINE** *ACTION: YOUR PEOPLE IN ACTION*
12:15PM	**ACTION: "PUTTING IT TOGETHER"**

12:45 PM LUNCH
LUNCH PROVIDED AT THE OLYMPIC MUSEUM

1:45PM	**YOUR COMMITMENTS**
3:00PM	**GOODBYES**

EXPLORE THE MUSEUM AT YOUR LEISURE
A SELF-GUIDED TOUR IS AVAILABLE