

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