

SCHEDULE

SALES CONFERENCE - WITH PASSION, ANYTHING IS POSSIBLE!

11
WED

Afternoon

3:00 PM

5:00 - 8:00 PM

Arrivals

Check-in

Team Activity

Hotel Lobby

Ballroom A/B

12
THU

5:45 - 6:45 AM

7:00 - 8:30 AM

8:30 - 9:15 AM

9:30 - 10:00 AM

10:00 - 11:00 AM

11:15 AM - 12:30 PM

12:30 - 1:30 PM

1:30 - 2:45 PM

2:45 - 3:15 PM

3:15 - 3:30 PM

3:30 - 5:00 PM

5:00 - 6:30 PM

6:30 - 9:30 PM

Morning PT

Shower & Breakfast

Opening

The Journey & Sales Initiatives

Smackdown 2026

Jessica Veenendaal

Strong Lanes, Strong Gains

Matt Bloom

Stone Cold Pricing

Bill Cianfrocca, Cyler Delahoz, Charlton Ellzey

Lunch

Road to WrestleMania

Madison Whitmer

Analytics Cage Match

Tim Merchut

Break

Ringside Real Talk

Dave Burns, Courtnie Wilson, Jim Ross

Changeover

Awards Dinner

Walk to Site

Che Figata

Ballroom A/B

Santorini

Santorini

Santorini

Che Figata

Santorini

Santorini

Santorini

Ballroom A/B

13
FRI



6:00 - 7:00 AM

7:00 - 8:30 AM

8:30 - 9:15 AM

9:15 - 11:00 AM

11:00 AM - 12:00 PM

12:30 PM

Morning PT

Shower & Breakfast

Company Update & Q+A

Guest Speaker

Takeaway Tapout

Jessica Veenendaal

Buses depart & Checkout

Hotel Lobby

Che Figata

Ballroom A/B

Ballroom A/B

Santorini

Buses