



SADDLE UP SUMMIT



LASSO USER CONFERENCE

Choose Your Adventure

Summit Schedule



Schedule At-a-Glance

Monday, July 14 – Welcome to Music City!

All Day – ✈️ Arrivals in Nashville

3:00 PM – 🏨 Hotel Check-In @ The Virgin Hotel – Music Row

6:00–8:00 PM – 🍸 Welcome Reception @ The Pool Club

8:00 PM+ – 🌃 Your Night, Your Way – Explore the city or unwind

Tuesday, July 15 – The Main Event, Day 1 🎤

8:00–9:00 AM – ☕ Coffee & Morning Networking

9:00–9:45 AM – 🎤 Keynote: The Courage to Work Differently

10:00–10:45 AM – 🚀 What's Next: A Sneak Peek at LASSO's Newest Innovations

11:00–12:15 PM – 🍴 Lunch & Learn: Curated Connections

12:30–1:15 PM – 🔄 Breakout Sessions – Round 1

Building Your Bench of Freelancers

The \$100K Problem You Didn't Know You Had

1:30–2:15 PM – 🔄 Breakout Sessions – Round 2

Speed Sells: Quoting as a Competitive Advantage

Tips from the Top: How to be a LASSO Power User

Turning Insights into Action: Analytics

2:30–5:30 PM – 🎸 Optional Nashville Excursions

6:00–8:00 PM – 🌟 LASSO Evening Experience @ Odie's

Wednesday, July 16 – Work Smarter, Not Harder, Day 2

8:00–9:00 AM – ☕ Coffee & Conversations

9:00–10:30 AM – 🔬 LASSO LABS: Product Deep Dives by Track

Crew Ops Corner

The Inventory Bay

The Event Command Center

The Finance Hub

10:45–11:30 AM – 🔄 Breakout Sessions – Round 1

The Great Debate: Employee or Contractor?

Ready, Set, Grow: Marketing That Works

11:45–12:30 PM – 🔄 Breakout Sessions – Round 2

Power Moves: Advanced LASSO Features

Future in Progress: Customer Roadmap Forum

12:30–1:30 PM – 🍴 Lunch & Vouch Couch

1:30–2:15 PM – 🎤 Closing Panel: Ask Us Anything (CEO & CRO)

Later - 🎵 Optional Excursion: Grand Ole Opry Experience (limited availability)

*Schedule is subject to change prior to event



Monday, July 14th

Monday, July 14 - Welcome to Music City!

★ **All Day - Arrive in Nashville**

Touch down in Music City and get ready for an unforgettable few days.

★ **3:00 PM - Check-in at The Virgin Hotel - Music Row**

Settle into your home base—just steps from iconic venues, creative energy, and the soul of the city.

★ **6:00-8:00 PM - Welcome Reception at the Pool Club (Evening)**

Sip, snack, and socialize at our relaxed rooftop mixer. Think craft cocktails, curated bites, and your first chance to mix and mingle with fellow industry pros—poolside.

★ **8:00 PM+ - Your Night, Your Way**

Wind down and recharge, or grab your crew and explore the legendary Nashville nightlife. Just don't stay out too late! We've got two epic days ahead!





Tuesday, July 15th

Tuesday, July 15 - The Main Event, Day 1

★ 8:00-9:00 AM: Check-In & Morning Networking

Grab a coffee, meet fellow attendees, and get ready for a full day of insights and inspiration.

★ 9:00-9:45 AM: Keynote: The Courage to Work Differently

Explore how evolving tech, workforce shifts, and industry trends are changing the way we work—and how you can stay ahead.

★ 10:00-10:45 AM: What's Next: A Sneak Peek at LASSO's Newest Innovations

Be the first to see what's next from LASSO

★ 11:00-12:15 PM: Lunch & Learn: Curated Connections

Enjoy an interactive lunch designed to spark meaningful conversations with your peers. Each table will host a different discussion topic—ranging from simplifying workflows to surfacing key KPIs—so you can choose the conversations most relevant to your work. It's your chance to share insights, swap stories, and connect with others who get it. Pull up a chair and jump in!





Tuesday, July 15th

The Main Event, Day 1 Cont.

Breakout Sessions: Choose your focus! Round 1 - 12:30–1:15 PM



Building Your Bench of Freelancers....Before You Need Them

Learn how to scale attracting top-tier talent, streamline onboarding, and build a dependable bench of go-to crew members. We'll cover best practices in applicant tracking, onboarding, and retention—plus how to leverage LASSO's Crew Marketplace to keep your roster full of reliable, high-performing pros.



The \$100K Problem You Didn't Know You Had

You're not alone – most event companies are leaking six figures a year in hidden costs they can't even see. In this session, we'll expose the biggest blind spots draining your margins and show exactly how LASSO eliminates them. You'll walk away with a clear understanding of where the money goes – and how to get it back.



Speed Sells: How to Make Quoting Your Competitive Advantage

Did you know, according to a study by HubSpot, 78% of customers purchase from the company that supplied their quote first? Rapid quoting signals to buyers that your company is efficient and reliable, fostering trust and stronger customer relationships.



Tuesday, July 15th

The Main Event, Day 1 Cont.

Breakout Sessions: Choose your focus! Round 2 - 1:30–2:15 PM

★ **Tips from the Top: Best Practices from LASSO Power Users**

Learn from the best—our most advanced users share their secrets to scaling smarter and faster.

★ **Turning Insights into Action: Leveraging Analytics to Run Better Events**

Success in the events industry doesn't just come from experience—it comes from learning what your data is telling you. In this session, you'll learn how to identify the most important metrics for your business, spot trends in real time, and use insights to make smarter, faster decisions. Whether it's crew performance, job costs, or scheduling bottlenecks, we'll explore how having a strong process—and the right visibility—can transform the way you work. We'll also discuss how LASSO's APIs and integrations make it easy to connect with your other business-critical software, giving you a more complete picture and enabling even more powerful decision-making.



Tuesday, July 15th

The Main Event, Day 1 Cont.

Optional Nashville Excursions - 2:30–5:30 PM

★ **Unwind and connect with your peers while exploring the city! Choose from guided activities like:**

- Greenbrier Distillery Tour
- Country Music Hall of Fame
- Hatch Show Print Tour
- Mural Walking Tour

LASSO Evening Experience at Odie's - 6-8PM

★ **Cap off the day with dinner, drinks, and live music at the brand-new Odie's in Midtown Nashville.**

We're bringing together great food, cold cocktails, and a local musician you won't want to miss—all in celebration of YOU, our incredible community.

You'll also get to create your very own custom cowboy hat—because what's a night in Nashville without a little flair? Come for the connections, stay for the vibes... and yes, the swag is really good.



Day 3

Work Smarter, Not Harder, Day 2

LASSO LABS: Dive Deeper, Work Smarter - 9:00–10:30 AM

★ Crew Ops Corner

Products Covered: Scheduling, Time, Payroll, Travel, Onboarding

Get tactical with your people operations – from filling shifts in minutes to cutting payroll chaos. These sessions are built for the boots-on-the-ground operators and coordinators managing every moving part.

★ The Inventory Bay

Products Covered: Asset Management & Warehouse Operations

Track, manage, and move your gear smarter. This session breaks down how to reduce loss, maximize usage, and gain full visibility into your inventory – all in one tool.

★ The Event Command Center

Products Covered: Project Management, Mystery New Product #1

Running a show is part art, part chaos – this room is all about structure. Learn how to streamline event workflows, collaborate across teams, and bring order to your production plans.

★ The Finance Hub

Products Covered: Quoting, Invoicing, Payments, and Mystery New Product #2

Speed up your sales cycle, quote with confidence, and make invoicing effortless. If you're in sales or finance, this session shows you how to get paid faster and smarter.



Wednesday, July 16th

Work Smarter, Not Harder, Day 2

Breakout Sessions Round 1: 10:45–11:30 AM

★ **The Great Debate: Employee or Contractor?**

W2 or 1099? What are the real-world risks—and the smartest solutions—for staying compliant? Join our expert panel to get practical answers and explore how LASSO makes it easier to manage payroll, stay compliant, and keep your business protected.

★ **Ready, Set, Grow: Building a Go-To-Market Plan That Works**

Ready to scale? This session dives into tactical marketing approaches tailored for event pros—think CRM best practices, paid ad strategies, design tips, and more. Whether you're a small shop or scaling fast, you'll get the playbook for driving demand

Breakout Sessions Round 2: 11:45–12:30 PM

★ **Power Moves: Advanced LASSO Features You Should Be Using**

Think you know LASSO? Think again. In this fast-paced session, we'll uncover the advanced settings, workflows, and power-user tricks that most teams overlook – but shouldn't. From automating time-saving workflows to unlocking deeper crew insights, we'll show you how to make the most of the platform you already use. Whether you're an admin, power user, or just tired of doing things the hard way, this session will leave you saying, "Wait... I didn't know LASSO could do that."

★ **Ready, Set, Grow: Building a Go-To-Market Plan That Works**

Ready to scale? This session dives into tactical marketing approaches tailored for event pros—think CRM best practices, paid ad strategies, design tips, and more. Whether you're a small shop or scaling fast, you'll get the playbook for driving demand



Wednesday, July 16th

Work Smarter, Not Harder, Day 2

★ **1:30-2:15 PM - Closing Panel: Ask Us Anything - Live with the CEO & CRO**

Bring your questions—no topic is off-limits. Our CEO and CRO will take the stage for an open conversation about the future of LASSO, the industry, and what they're hearing from customers like you.

★ **Evening Grand Finale: A Night at the Grand Ole Opry** ***optional - first come, first served***

End the conference on a high note at the legendary Grand 'Ole Opry. Celebrate your wins, swap stories with new friends, and enjoy an unforgettable night of music, laughter, and memories.

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