

August 28th, 2019: Co-op Guest Speakers Announced

We're putting the final touches on an amazing agenda for the 2019 NextGen Co-op Meeting, the most innovative and collaborative fundraising conference of the year.

We are pleased to announce two awesome guest speaker sessions!

1. **Dave Smrek**, VP & General Manager of **LiveAnalytics, a Ticketmaster Company**, will discuss how they focus on fan and live event intelligence to better determine segmentation and modeling for prospecting and retention to generate high returns.

Dave will share best practices and trends to help us better understand the real world applications of the data science they use to drive results.

2. **Joe Jestus**, VP of Strategic Development for the **Moore Direct Marketing Group Neuro-Fundraising Lab** (Powered by TCM Creative) will be presenting and discussing the role of biometrics in improving fundraising effectiveness.

Learn how services such as Facial Analysis, Eye Tracking, Galvanic Skin Response and Implicit Response Testing are being used by nonprofits to improve the response to fundraising stimuli within a targeted donor base.

This is truly cutting-edge science blending with the art of fundraising and our team is thrilled to have these great speakers joining us. We're certain you will be blown away, too!

The 2019 Co-op Meeting, **Strategy Drives the Tactics**, will be held Oct. 22-24 at the Talking Stick Resort & Casino in Scottsdale, Ariz.

If you haven't yet registered or booked your hotel, please visit <http://nextgenfr.com/the-nextgen-co-op/> to register for the meeting and make hotel reservations before the September 21 deadline.

We look forward to seeing you in Arizona real soon.

Thanks,
Tim & The NextGen Team