

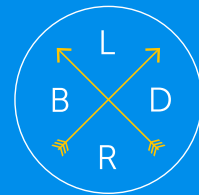
# sovrn

# Expert Insight Summit

We're looking forward for you to join us at the Sovrn Expert Insight Summit!

Expect lots of discussion, sharing of best practices, key wins - and key losses. And...be prepared to share what you like about Sovrn, what you don't like and how we can improve. Do not hold back! This will be a great opportunity for you to learn from each other - in person!

Most importantly, we want to have fun! We've got lots of good stuff lined up - delicious food, hike along the iconic flatirons and a stay at the historic Hotel Boulderado.



## BOULDER

## May 17-19

**sovrn**

5541 Central Ave  
Boulder, CO 80301  
(303) 493-5490

# 6 Steps to Get Here



Book Flights - We will pick you up at 8:00am on the 18th at the hotel, please get flights to ensure you are here by this time. We will end by 1pm May 19th. Give yourself 3 hours door to gate for the return flight.



Reserve Hotel - You will be staying at [Hotel Boulderado](#), a historic hotel in the heart of downtown Boulder. Please call and use this group #21567 to reserve your room. Reservation number is (800) 433-4344 or email [reservations@boulderado.com](mailto:reservations@boulderado.com). All reservations must be made before Friday, April 21st. Rooms will not be held after this date.



If you have food allergies, please email Sierra Lillard [slillard@sovrn.com](mailto:slillard@sovrn.com) so that we can accommodate.



Select Transportation to and from Denver International Airport. Since attendees will be arriving at different times, it is best for everyone to take care of their own transportation. As far as we know, you cannot take Lyft or Uber from DIA. Greenride Boulder Shuttle takes you door to door to Hotel Boulderado. You can make your reservations [HERE](#). There is also a Boulder Airport Taxi/Limo that you can call ahead to book at (720) 298-3309.



Keep your ALL your receipts no matter how small the expense. We will be reimbursing you for all your expenses. Please fill out the reimbursement form and submit after the trip.



Look like a Boulderite....Smile, have fun and dress outdoor/casual. We will be going on a trail hike so bring shoes for this.

For questions, travel tips, or other stuff (it's legal here!) contact [slillard@sovrn.com](mailto:slillard@sovrn.com)

# AGENDA

**Wednesday**

**May 17**

**At Your  
Leisure**

Arrive on your own to Boulder  
Hotel Block at Boulderado: 2115 13th St, Boulder

**Thursday**

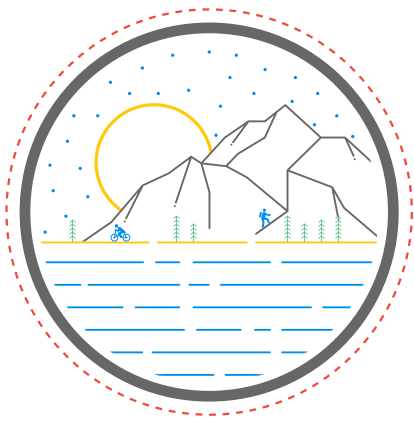
**May 18**

- 8:00 AM** | Transportation to Sovrn office - Arrive at 8:30 for building tour and breakfast.
- 8:30 AM** | Breakfast at Gutenberg
- 9:00 AM** | Company Meeting / Introductions
- 9:30 AM** | Publisher Summit Starts - Expectations and Introductions
- 10:00 AM** | Breakout Session
- 11:00 AM** | Best Practices and Trends for 2017
- 12:00 PM** | Lunch / Downtime
- 1:00 PM** | Breakout Session
- 2:30 PM** | Innovation Discussion with Walter Knapp (CEO)
- 3:45 PM** | Breakout Session
- 5 - 7 PM** | Afternoon to self
- 7:00 PM** | Dinner at River & Woods; 2328 Pearl St, Boulder

**Friday**

**May 19**

- 9:00 AM** | Breakfast at Chautauqua House
- 10:00 AM** | Hike Chautauqua: Done by 1:00 PM



# The Locals' Guide to the Best of Boulder

...within walking distance of Hotel Boulderado



## Coffee

Boxcar Coffee  
Ozo Coffee  
Alpine Modern Cafe  
Laughing Goat Coffee



## Outdoor Gear/Shopping

Patagonia  
Newton Running Co.  
Prana  
Rebeccas Apothecary  
Boulder Bookstore



## Breakfast

Lucilles  
Snooze  
Spruce Farm & Fish  
Lolita's



## Rooftops

Rio Grande rooftop  
The West End Tavern rooftop  
Lazy Dog rooftop



## Lunch

Cured  
Alpine Modern Cafe  
Snarfs  
Salt  
The Med



## Breweries

West Flanders Brewing Co.  
Mountain Sun Pub & Brewery  
Walnut Brewery  
Bohemian Biergarten



## Dinner

Jax  
Oak  
Black Cat  
Pizzeria Locale  
Centro  
The Kitchen  
The Kitchen Next Door



## Bike Rentals

University Bicycles  
Full Cycle  
B Cycle Stations (all over Boulder)



## Local Hikes/Trail Running

Mt. Sanitas/Valley Trail  
Red Rocks Trail  
Chautauqua Park

