The JET Executive Retreat 2026

NAPA VALLEY, OCTOBER 23 TO 25, 2026

PURPOSE

The JET Executive Retreat is a peer working session for senior event and marketing leaders on event campaigns and live problem solving, hosted by JET The Agency. Attendees bring a real problem, work it with peers, and leave with a decision they can act on.

WHO ATTENDS

Senior client-side event and marketing leaders. Invitation only, kept small so every attendee gets the room on their own program. Hosted by Jay Castellano, Founder and Managing Partner, and Aleksandra Levasheva, Director, Partnerships.

WHAT IS PROVIDED

Round-trip coach airfare, ground transfers, two nights at a private estate in Pope Valley, and all meals. Flights book in the attendee's name; any upgrade is theirs. Printed worksheets on site. Session notes follow.

WHAT IS EXPECTED

Attend the keynote and the working session. Bring one live problem for Group Project Therapy.

CONTACT

Jay Castellano, Founder and Managing Partner, j@jettheagency.com

Aleksandra Levasheva, Director, Partnerships, aleksandra@jettheagency.com

RSVP by Friday October 2 at retreat.jettheagency.com

SESSIONS

Keynote: Event Campaigns

45 MIN, SATURDAY 1:45 PM AT MERRYVALE

An outside speaker on building an event campaign that holds together: what the show is actually for, what to put in market around it, and how the whole thing gets judged afterwards.

Group Project Therapy

60 MIN, SATURDAY 2:30 PM, FACILITATED BY ALEKSANDRA LEVASHEVA

Each attendee brings one live problem to the room, one problem, three solutions, one decision and why. Takeaway: the chosen path and the reasoning, written down.

SCHEDULE

Arrival and departure times confirm with each attendee once travel is booked.

Friday, October 23

Arrive SFO noon to 4:00 pm, transfer to the estate in Pope Valley, about two hours up the valley. Evening: welcome drinks and dinner at the estate. Nothing scheduled.

Saturday, October 24

8:00 am breakfast at RISA Ranch. 9:00 am open at the ranch: pool, cedar hot tub, 150 acres of trails. 11:45 am depart for Merryvale. 12:30 pm arrive, lunch in the Cask Room. 1:45 pm Keynote: Event Campaigns. 2:30 pm Group Project Therapy. 3:30 pm break. 3:45 pm winery tour, then happy hour and canapes outside if the weather allows. 6:00 pm dinner at Merryvale. 8:00 pm depart for RISA. 9:00 pm nightcap and s'mores by the fire.

Sunday, October 25

8:00 am breakfast at the estate, optional yoga, then transfers to SFO for flights noon to 2:00 pm.