

2012 TFEA ANNUAL CONFERENCE & TRADE SHOW SCHEDULE

Conference Schedule

Wednesday, August 1

4:00 p.m. — 5:15 p.m.

TFEA Board Meeting – Sam Houston Room

6:00 p.m. — 7:30 p.m.

Early Bird Reception – The Governor’s Suite

Thursday, August 2

8:30 a.m. — 9:30 a.m.

Professional Development Seminar Registration – Grand Ballroom B Foyer

TEXAS EVENT LEADERSHIP PROGRAM TRACK (TELP) – Conference Center A

9:30 a.m. — 11:00 a.m.

Site & Logistics Planning I (TELP)

Photos and tons of great examples pack this session presented by Kay Wolf, CFEE, BorderFest Association. Learn to assess your venue and create a dynamic layout to maximize traffic flow and enhance the customer experience.

11:00 a.m. — 12:30 p.m.

Site & Logistics Planning II (TELP)

Kay Wolf, CFEE, BorderFest Association, continues this two-part session with a comprehensive checklist of festival production including parking, signage, safety requirements, waste management and more.

12:30 p.m. — 1:30 p.m.

Networking Luncheon – Bolo’s Private Dining Room

1:30 p.m. — 3:00 p.m.

Management I (TELP)

Penny Reeh, President/CEO, Fredericksburg Chamber of Commerce, leads this interactive session that will cover how to determine the purpose of your event and put together the planning tools you will need for successful implementation.

3:00 p.m. — 3:15 p.m.

Refreshment Break – Conference Center A/B Foyer

3:15 p.m. — 4:45 p.m.

Business Plan (TELP)

The key to successful event operations on-site is often how well the event was pre-planned. Fredericksburg Chamber of Commerce, President/CEO, Penny Reeh takes a very tactical approach to creating a dynamic business plan for your next festival or event.

ADVANCED DEVELOPMENT TRACK – Conference Center B

9:30 a.m. — 12:30 p.m.

Initializing, Maintaining & Maximizing a Non Profit Status

Whether you have already achieved nonprofit status or would like to, this session will have valuable information for all! Marion Lee, CFRE –Principal of bacon lee & associates will lead this interactive session on the differences between varying nonprofit classification status, what paperwork is required to initiate and/or maintain your desired status as well as the advantages and pitfalls. Additionally a look at board roles and responsibilities in addition to cultivation and fundraising dos and don’ts will be presented.

12:30 p.m. — 1:30 p.m.
1:30 p.m. — 3:00 p.m.

Networking Luncheon - Bolo's Private Dining
Maximizing Social Media

Feeling overwhelmed with all the social media options out there for your events and organizations? Kim Stoillis, Houston Festival Foundation, CEO & President; Michael Baxter, City of Tomball; Ashley Small, President, Medley PR and Sean Boyd, Development Director, Houston Festival Foundation will share tips and tricks for maximizing social media via case studies. They'll cover the evolution of social media as demonstrated by the Houston International Festival social media plan, the City of Tomball Facebook development and several sponsorship programs developed specifically to be implemented via social media. You will leave with a better understanding of what to focus on in an expanding industry and how to maximize your ROI in both hard costs and manpower.

3:00 p.m. — 3:15 p.m.
3:15 p.m. — 4:45 p.m.

Refreshment Break – Conference Center A/B Foyer
Maximizing Social Media (Con't)

2:00 p.m. — 5:00 p.m.
3:00 p.m. — 3:15 p.m.
6:30 p.m. — 9:30 p.m.

Conference Registration – Grand Ballroom B Foyer
Refreshment Break – Conference Center A/B Foyer
TFEA Conference Kick-Off Party – Off Site – The Lambermont

You won't want to miss this awesome event! Please plan to meet in the hotel lobby at 6:00pm for a 6:15pm departure via bus to San Antonio's historic Lambermont. In this beautiful setting, guests will enjoy food, fun, and outstanding entertainment consisting of music by Mariachi Campanas de America, laser light show by Laser Spectacles, Inc., and a headline performance by Vince Vance and the Valiants! Transportation will be provided to and from the venue. Tickets are \$50.

10:00 p.m. — 2:00 a.m. Hospitality Suite – The Governor's Suite

Friday, August 3

8:00 a.m. — 4:00 p.m. Conference Registration – Grand Ballroom B Foyer
8:00 a.m. — 5:00 p.m. Marketing Award Entries Display – La Joya
9:00 a.m. — 10:30 a.m. Concurrent Sessions

Going, Going, Gone...Green – Conference Center A

Green events are no longer a novelty, but rather an expectation of many festival consumers. Randy Bear, Fiesta San Antonio Commission, will present the diverse ways that a host of Fiesta-sanctioned events went green in partnership with the city of San Antonio.

Securing \$ponsor\$hip\$ - Conference Center B

What are the mistakes and myths many event organizers make in selling and servicing sponsorships to corporations? In this presentation, Bruce Erley, International Festivals & Events Association, will help you know what to do before you make the sales pitch that will significantly improve your chances for success, as well as the essential elements of service and fulfillment to assure that they keep coming back. This presentation will provide you with the nuts & bolts of conducting an inventory of your event's sponsor-able assets as well as designing and pricing compelling sponsor packages.

Staging Safety – Know Your Nuts & Bolts – Colonnade B

From the tragedy in Indiana last summer to this month's Radiohead concert in Canada, temporary stage failures are happening at an alarming rate. And without a doubt, stage structural safety and integrity should be the priority of any event planner these days. Dallas based Onstage Systems, a 30 year industry leader in temporary concert staging, offers insight on how the industry is responding to this and what changes you can expect as an event planner.

9:00 a.m. — 10:30 a.m. Mentoring Lab - Board Room

Take advantage of an opportunity to schedule a **FREE** one-on-one consulting session with a seasoned festival veteran. Appointments for the Mentoring Lab will be scheduled on a first-come, first-served basis. If appointments are still available at the time of the conference, you may sign up on-site as well.

10:30 a.m. — 11:15 a.m. Communications Break

10:30 a.m. — 5:00 p.m. Silent Auction Open – La Joya

11:15 a.m. — 1:00 p.m. Opening Ceremony & TFEA Professional Awards Luncheon – Grand Ballroom

While enjoying lunch, help to honor industry representatives through the presentation of awards and start the conference on a high note with this inspiring and motivating presentation by Bruce Erley, CFEE, APR, 2012 Chair International Festivals & Events Association.

1:15 p.m. — 2:15 p.m. Concurrent Sessions

Are You a Music Master? – Conference Center A

We all probably have a need for music at our events, no matter the type of event, and wouldn't it be great if there was a dedicated website/organization to assist us with that? Well there is! The Texas Music Office serves as the information clearinghouse and promotion office for the Texas music industry. Director Casey Monahan (former award-winning music critic for the *Austin American-Statesman*) has been at the helm since 1990 and gives us a behind-the-scenes glance on how best to use this amazing resource and what benefits their organization has to offer.

Increasing Bucks and Butts: Real-Time, Online Event Marketing – Conference Center B

The quickest and most economical way for you to reach your event's target audiences is through online marketing. Join Kendra Wright and Cassie Roberts, Saffire Events, as they cover all aspects of using your website and online marketing to raise revenues and increase attendance at your event.

Weather 101 – Colonnade B

The #1 threat for mass destruction casualties for a festival or event is a severe weather occurrence. Come and learn as Rusty Fitzgerald from the State Fair of Texas shares how to compile the best information possible to predict and prevent weather-related incidents, the importance of developing and following crisis response protocols and receive updated information on public safety requirements.

1:15 p.m. — 2:00 p.m. Exhibitor Hospitality/Orientation – Grand Ballroom

2:30 p.m. — 4:00 p.m. Trade Show Exhibit – Grand Ballroom

4:15 p.m. — 5:15 p.m. Concurrent Sessions

Do We Have A Deal For You! – Colonnade B

TCA has many programs and activities that can assist festival and event managers! Anina Moore, Program Administrator for the Texas Commission on the Arts presents this session on how to start an arts-related event or incorporate arts into an existing event. As well as explores the resources available to assist you in your quest to promote your local arts!

Is Time Managing You or Are You Managing Your Time? – Conference Center A

We all could use more hours in the day, come and learn to manage your time and create balance in your life with this dynamic and interactive session led by Sabrina Rameriz, St. Mary's University, Student Life Office.

The Parade Marches On – Conference Center B

Join John Melleky, CEO, Fiesta San Antonio Commission as he explores behind-the-scenes planning and activities required to produce a seamless and exciting parade for all participants.

- 5:30 p.m. — 6:30 p.m. First Timer & Sponsors Reception (Invitation Only) - The Governor's Suite**
- 6:30 p.m. Free Evening to Explore San Antonio**
- 10:00 p.m. — 2:00 a.m. Hospitality Suite – The Governor's Suite**

Saturday, August 4

- 7:30 a.m. — 8:30 a.m. Networking Breakfast – Grand Ballroom**
- 8:00 a.m. — 9:00 p.m. Silent Auction – La Joya**
- 8:00 a.m. — 5:00 p.m. Marketing Award Entries Display – La Joya**
- 8:30 a.m. — 10:00 a.m. Concurrent Sessions**

Marketing & Promotion I (TELP) – Colonnade B

This course will offer attendees the fundamental basics of marketing theory as City of Richardson Special Event Manager, Geoff Fairchild presents the four "P's" of marketing, along with how to create and use a marketing survey, and the elements of a marketing plan.

Put Some Culture In Your Event! – Conference Center A

What is culture and how can I cultivate it in my festival or event? These questions and many more will be answered in this unique session. JoAnn Andera from The Texas Folk Life Festival will teach the how to of discovering what gems of culture are in your community and integration of them into your event.

Social Media Smorgasbord – Conference Center B

Facebook, Twitter, LinkedIn, Pinterest, YouTube or Google+? Kim Stoilis, President and CEO of Houston Festival Foundation will help you sift through the growing field of social media apps and options so that you can maximize your ROI. She discuss common mistakes that we have all made and help you determine what sites are most worth your time. A review of some top social media aggregators that allow you to use one site to update all your various social media accounts will be presented, including Hootsuite, Ping, yoono and SocialOomph.

- 8:30 a.m. — 10:00 a.m. Mentoring Lab- Board Room**
- 10:00 a.m. — 11:30 a.m. Trade Show Exhibit – Grand Ballroom**
- 11:45 a.m. — 1:15 p.m. Networking/Business Meeting Luncheon – Grand Ballroom**

Network with your peers at this luncheon that will also feature the TFEA Business Meeting, Year-In-Review and announcement of the 2012 TFEA Conference site.

1:30 p.m. — 3:00 p.m. Concurrent Sessions

A New World of Opportunity – Sharing With and Learning From Our Global Peers – Conference Center A

Join IFEA President & CEO Steven Wood Schmader, CFEE, for a unique global tour of ideas, lessons, and opportunities that can be translated into success for your own events. No passport necessary for this session!

Management II (TELP) – Conference Center B

Learn how to take your festival and/or event management to the next level by joining Penny Reeh, President/CEO, and Fredericksburg Chamber of Commerce as she explores topics such as career advancement, guidelines for sound business plans and selection of your media spokesperson.

Emergency Management & Personnel – Colonnade B

In emergency situations having a plan of action that includes working partnerships with law enforcement agencies is crucial. Learn from Chief David Ott, St. Mary's University Police Department and Steve Rosenauer and Darrell Stewart, Fiesta Oyster Bake how to be best prepared to handle the unexpected.

3:00 p.m. – 3:30 p.m. Refreshment Break – Conference Center A/B Foyer & Colonnade Foyer

3:30 p.m. — 5:00 p.m. Concurrent Sessions

Fun For All! – Conference Center A

Learn from the Morgan's Wonderland story and Gordon Hartman, Founder on creating venues, programs, and opportunities for the special needs community, how to incorporate ultra-accessible elements into preexisting events, what resources are available for organizations that are trying to make their events more accessible and how to successfully create community awareness and market such *special* events and programs.

Legal & Regulatory Concerns (TELP) – Conference Center B

Understand the legislative issues that impact the planning and execution of your event in this in-depth session presented by Jerry Huffman, President/CEO, Lufkin/Angelina County Chamber of Commerce.

Leveraging Your Mobile Media – Colonnade B

Smart phone technology has revolutionized the way we communicate with customers and the way customers can share information among themselves. Come learn from Enrique Garza with BiBiSi, Inc how to harness the power of these tools before, during and after your event. And discover ways to increase attendee engagement while leveraging strategies to increase sponsorship.

5:30 p.m. — 6:30 p.m. Director's Reception - La Joya

Meet with representatives of the TFEA Board of Directors at this cocktail party and place your final silent auction bids benefiting the TFEA's educational programming and scholarships.

6:30 p.m. — 10:00 p.m. Marketing Awards Dinner, Entertainment and Auction – Grand Ballroom

Celebrate and support the creativity of our industry while being entertained by talented musicians as we announce the 2011 - 12 Marketing Award recipients and conduct our annual auction.

10:30 p.m. — 2:00 a.m. Hospitality Suite – The Governor's Suite

Sunday, August 5

9:00 a.m. — 10:30 a.m. Dr. Festival Panel Discussion – Grand Ballroom A/B/C

Don't miss this last chance to ask questions and trade ideas about what you have learned at the closing Dr. Festival session. A panel of festival experts will be on hand to discuss any topic over coffee.

11:00 a.m. – 12:30 p.m. TFEA Board Meeting – Sam Houston Room

(TFEA reserves the right to make schedule, topic and speaker changes without notice or refund, if necessary.)