



T O U R I S M A U T H O R I T Y

2009 FESTIVALS & EVENTS SEMINAR

Re-Invention for Changing Market Needs

Learn how to keep your festival or event fresh and relevant from experienced industry professionals and top speakers at international conferences...

- The CEO of the Tournament of Roses game day and parade will speak on how this world famous event re-positioned itself.
- Learn how an internationally respected events consultant secures sponsors and organizes budgets in tough times.
- Hear first hand from local festival planners on managing operations, marketing, and sponsorships.
- Meet fellow festival planners and network with leaders in the changing field of event marketing.

ONE DAY ONLY

Friday, May 15, 2009

Hawaii Convention Center, Honolulu, O'ahu



2009 HTA FESTIVALS & EVENTS SEMINAR PROGRAM

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7:30 – 8:15 a.m.....	REGISTRATION
8:15 – 8:30 a.m.....	OPENING CELEBRATION <i>Lisa Wai Hah Wong, 2009 Narcissus Queen</i>
8:30 – 8:50 a.m.....	WELCOME & UPDATE <i>Mike McCartney, President and CEO, Hawai'i Tourism Authority</i> <i>Muriel Anderson, Vice President – Tourism Product Development, Hawai'i Tourism Authority</i>
8:50 – 9:50 a.m.....	MANAGING CHANGE AND STAYING AHEAD OF YOUR MARKET <i>Mitch Dorger, CEO, Tournament of Roses</i>
9:50 – 10:15 a.m.....	COFFEE BREAK
10:15 - 11:00 a.m.....	IS THERE A SILVER LINING IN THE SPONSORSHIP CLOUD? SMART SPONSORSHIP IDEAS FOR SURVIVAL IN TODAY'S ECONOMY <i>Sylvia Allen, President, Allen Consulting</i>
11:15 a.m.–12 p.m.....	BREAKOUT SESSIONS
Breakout Session A	OPERATIONS – NEW & TRIED AND TRUE LOGISTICS <i>Michael Saiz, Development Director, Hawai'i Health Guide</i> <i>Dymian Racoma, Program Administrator, Mayor's Office of Culture and the Arts</i> <i>Esther Izuo, Tour Manager, Hawai'i Arts Ensemble</i> <i>David Johnston, Activities Coordinator, S.W.A.Y.</i>
Breakout Session B	SPONSORSHIP – REFRESH YOUR SPONSORSHIP PITCH <i>Clare Mawae, Chairman, Youth in Motion</i> <i>Gary Fujihara, Executive Director, AstroDay Institute</i> <i>Dorothy Buck, Program Director, S.W.A.Y.</i> <i>Lorayne Lipps, Programs Director and Development, Earth Foundation</i>
Breakout Session C	FOOD AND BEVERAGE – FROM BASICS TO BUZZ <i>Lucy Lau, Marketing Coordinator, Hale Koa Hotel</i> <i>Dodi Gronau, Event Coordinator, Hawai'i Health Guide</i> <i>Claudia Kalaola, Director of Operations, Hāna Retreat</i> <i>Brent Imonen, President, Pacific Rim Sports</i>
12:00 – 1:45 p.m.....	LUNCH with Keynote Speech
Starts at 12:45	MARKET DEMAND FOR CULTURAL TOURISM <i>Speaker to be announced</i>
	CERTIFIED FESTIVAL AND EVENT EXECUTIVE (CFEE) GRADUATION <i>Steve Schmader, President and CEO, International Festivals and Events Association (IFEA)</i>
2:00 – 2:45 p.m.....	MAKE TIME THROUGH TIME MANAGEMENT <i>Patty Tracy, former national Director of Marketing, Merrill Lynch</i>
2:45 – 3:30 p.m.....	INTERNET AND SOCIAL NETWORKING AS EVENT MARKETING TOOLS <i>Toby Tamaye, President, AT Marketing</i> <i>Other speakers to be announced</i>
3:30 – 3:45 p.m.....	HAWAI'I TOURISM AUTHORITY CLOSING, Muriel Anderson
3:45 – 4:15 p.m.....	NETWORKING AND COFFEE

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SPEAKERS' BIOGRAPHIES

JOHN "MITCH" DORGER is Chief Executive Officer of The Pasadena Tournament of Roses Association. In this capacity, Dorger is responsible for leading the Tournament's 30-member professional staff and supporting the 935 volunteer members who plan and stage the world-renowned Rose Parade and Rose Bowl Game and maintain the traditions of this 120-year old Pasadena institution. Dorger has more than 25 years of leadership experience in both the private and public sectors. From 1994 to 2000, Dorger was the chief operating officer at the Claremont University Center, where he was responsible for a 350-person, 30 million dollar organization which provided support services to the seven colleges in the Claremont consortium. Dorger graduated from the United States Air Force Academy in 1968 with a bachelor's degree in political science. He earned his master's degree in international relations from Tufts University and an executive MBA degree from Claremont Graduate University. Dorger is married and has two grown children. He is also a former resident of Hawai'i, having lived in Mililani on O'ahu between 1981 and 1984.

SYLVIA ALLEN is President of Allen Consulting, a public relations and integrated marketing communications organization based in Holmdel, NJ. Celebrating 31 years in business in 2009, Allen Consulting has provided successful public relations, event marketing and management services, and sponsorship sales for a variety of community-based clients as well as national and international clients. Allen has been named one of New Jersey's Best 50 Women in Business and a Woman of Distinction in 2009 by the Girl Scouts of America, and was inducted into the International Festivals and Events Association's Hall of Fame in 2005. She previously taught at New York University for 20 years as an associate professor of marketing, and has authored several books, including *How to Be Successful at Sponsorship Sales* as well as hundreds of articles on sponsorship and marketing for major publications. Her presentation experience as a professional speaker has taken her to seminars all around the world, including the Asia Forum in Singapore and the China Festivals and Events conference in Shanghai.

PATTY TRACY has enjoyed a career that has been diverse in terms of disciplines as well as geography. She has been an educator, corporate trainer, stockbroker and national marketing manager for a variety of products and client segments for a Fortune 500 financial services firm, including a position as national Director of Marketing for the Priority Household Client Segment with Merrill Lynch. Associated with the responsibilities of those positions she has lived in the Pacific Northwest, the island of O'ahu and New York City. To mark the millennium, she opened a new door by returning to Hawai'i and making her home on Maui, where her current focus is managing those individual units of time that for all of us collectively add up to the total experience of our time on this planet. When asked the question "What do you do now?" she has been known to say "I enjoy the best job I've ever had ...Chairman and CEO of My Life, Inc.!" Patty holds a degree in education from Oregon State University.

TOBY TAMAYE is president of AT Marketing, a Hawai'i based firm that is experienced in advertising, public relations and event marketing. In 2008, the firm was recognized by Pacific Business News as one of Hawai'i's fastest growing small businesses. Focusing on the visitor market for O'ahu, the firm provides complete sales and marketing services for three major resources - media communications, tour agency relations and visitor bureau partnerships. Toby also develops and promotes the annual Waikiki Spam® Jam and used the social networking website Facebook as a primary source of online marketing for the recent festival.

Please print or type and return in sealed envelope. (Feel free to copy this form for additional registrations.)

Please indicate which breakout session you plan to attend (Check one only)

Operations

Sponsorship

Food and Beverage Ideas

Last Name

First Name

Company

Title

Address

City

State

Zipcode

Email address

Phone

Fax

Your name will be included in a listing of seminar participants unless you opt-out by checking this box:

No, please do NOT include me and my contact information in the Networking Directory.

REGISTRATION FEES for the all-day seminar INCLUDES lunch, coffee and drinks during breaks, six professional development sessions, and handouts from presenters.

\$44 Early Registration fee ends April 17, 2009 \$55 Registration fee after April 17, 2009 Non refundable

By Mail with Payment:

OmniTrak Group Inc.
841 Bishop Street, Suite 1250
Honolulu, Hawai'i 96813

By Fax with Credit Card Information:

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METHOD OF PAYMENT:

Check made payable to OmniTrak Group Inc. VISA Master Card Expiration date (Mo/Yr) _____

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DEADLINE AND TERMS: Deadline for registration: **May 4, 2009**. Payments must accompany registration. Validated parking.

PLEASE DIRECT ALL REGISTRATION INQUIRIES TO: OmniTrak Group Inc., Teal or Alan at 808-528-4050 or tealtakayama@omnitrakgroup.com



OmniTrak Group Inc.

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