

# Minnesota Festivals & Events Association Fall Conference



## November 3-4, 2010

“Building Partnerships in Today’s Economy”

Crowne Plaza Hotel – Saint Paul, MN

In collaboration with



## Schedule:

Topics/Speakers Subject to Change.

**November 3<sup>rd</sup>, 2010**

**Pre-Conference CFEE Core Curriculum Course**

**9:00 a.m. – 4:00 p.m.**

**“Non-Sponsorship Revenue”**

From merchandise programs to food & beverage sales, ticket admissions, foundations, carnivals, fund-raisers and more, attendees will learn how to maximize critical non-sponsorship revenue sources.

**Presented by** Ira Rosen, CFEE, President, Entertainment On Location / Associate Director of Business Development, IFEA

**Qualifies for IFEA’s CFEE Core Curriculum Course**

**(Separate Registration Required** – to Register, please contact Bette Monteith at the IFEA at +1-208-433-0950 ext: 2 or [bette@ifea.com](mailto:bette@ifea.com))

**November 4<sup>th</sup>, 2010**

**7:30 a.m. – 9:00 a.m.**

**Networking & Registration**

**9:00 a.m. – 10:00 a.m.**

**Welcome**

**Presented by** Randy Gutzmann, Executive Director, MFEA

**Speed Meeting**

Networking is one of the most important tools in our industry. This workshop is designed to help you meet someone new and learn one accomplishment that person has done for their Event in 2010.

**Presented by** Shelly Harris, CFM, CFEE, Executive Director, Highland Business Association; Randy Dewitz, CFM, Fanfare Attractions LLC

**10:15 a.m. – 11:15 a.m.**

**Creative New Money Ideas for Events**

Will explore new and creative ideas to increase revenue streams within your event and add fun, economical activities to engage your guests.

**Presented by** David Regan and Amanda Jamison, Eventus

**11:30 a.m. – 12:00 p.m.**

**Lunch**

**12:00 p.m. – 1:00 p.m.**

**How to Use Your Site to Build Event Attendance -- Moving Visitors into Action – IFEA Webinar Presentation**

**CFEE Elective Credit: Current Industry Issues & Trends**

Learn the tricks of the trade from a panel of experts that will do live reviews of IFEA Member websites from a design, marketing, and technical perspective. Some of the things we’ll

be looking at include site look and feel, usability, engaging visitors and moving them into action, content quality, basic technical issues, search engine-friendliness, and more.

Presented by Bruce Lupin, CEO & Doug Rasch, Director of Search Marketing, Edgeworks Group, Aliso Viejo, CA

**1:15 p.m. – 1:30 p.m.**

**Building Partnerships – International Festivals & Events Association (IFEA) and the Minnesota Festivals & Events Association (MFEA)**

**Presented by** Randy Gutzmann, Executive Director, MFEA

**1:30 p.m. – 2:15 p.m.**

**Social Networking Approaches that Work**

Adeel has worked with a variety of groups helping them understand how social media can work in "real terms" to create energy and economic impact. He will have examples of programs you can put into place the day after the conference.

**Presented by** Adeel Ahmed, Extension Educator, Community Economics

**2:30 p.m. – 3:45 p.m.**

**Event Logistics – Panel Presentation**

Event logistics has many layers. This workshop will be a mix of presentation and Q & A on festival event planning. Discussions will include: how to design your site; working with your City; how to define your event structure; how can you estimate your attendance on a non-gated event; in addition to answers to some of your most burning questions.

**Presented by** Dwight Dario, Festival Event Design.com; Randy Dewitz, CFM Fanfare Attractions llc

**4:00 p.m. – 5:00 p.m.**

**Sponsorship Development**

Everyone is trying to figure out how to get the next sponsor or enhance the sponsorship value for your event in this tough economy. We will explore basic sponsorship designs and frameworks to enhance your assets.

**Present by** TBA

**5:15 p.m. – 6:00 p.m.**

**Networking & Cocktail Reception**

**Location:** Port of Call Lounge

**6:00 p.m. – 7:00 p.m.**

**Dinner & Closing Remarks**

**Location:** Crowne Plaza Hotel

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## Registration Form

### ATTENDEE CONTACT INFORMATION

Attendee Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State/Province, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### PURCHASE INFORMATION

	IFEA Member	Non-IFEA Member	Total
<b>Full Registration to Conference</b> (November 4 <sup>th</sup> Only) (Includes all breakout sessions, Lunch & Dinner)	<input type="checkbox"/> \$95 (USD)	<input type="checkbox"/> \$105 (USD)	_____
<b>Day Registration to Conference</b> (November 4 <sup>th</sup> Only) (Includes all breakout sessions and Lunch only)	<input type="checkbox"/> \$75 (USD)	<input type="checkbox"/> \$85 (USD)	_____
<b>Pre-Conference CFEE Core Curriculum Course</b> (November 3 <sup>rd</sup> )	<input type="checkbox"/> \$175 (USD)	<input type="checkbox"/> \$335 (USD)	_____

- If you are already taking part in the IFEA’s CFEE FastTrack Program and would like to sign up for this CFEE Course, please contact Bette Monteith with the IFEA at +1-208-433-0950 Ext: 2 or [bette@ifea.com](mailto:bette@ifea.com) BEFORE you register for this CFEE course.
- If you are interested in signing up for the IFEA’s CFEE FastTrack Course, please also contact Bette Monteith.

**PURCHASE TOTAL** \_\_\_\_\_

### PAYMENT INFORMATION

Select method of payment:  Check  Money Order  Purchase Order

Make Payment Payable to: MFEA 2010 Fall Conference

### Convention Hotel and Accommodations:

**Crowne Plaza Hotel - 11 East Kellogg Boulevard, Saint Paul, MN**

A rate of \$99 has been made available to all attendees of the MFEA Fall Conference. To make your reservation, please contact Stephanie directly at the Crowne Plaza Hotel at: +1-651-605-0197 and reference the MFEA Conference. MFEA Conference Rate will be available until October 26<sup>th</sup>, 2010.

### For Further Information or Questions:

Please contact: Randy Gutzmann at [rwgutz@aol.com](mailto:rwgutz@aol.com) or Phone: +1-651-261-0028

### Please Submit Registrations to:

MFEA Fall Conference 9760 103<sup>rd</sup> St. N – Stillwater, MN 55082 or Fax: +1-612-879-8766