



# Southeast Festivals & Events Conference

## Greenville, SC

### February 18-20, 2008

## Success Starts Here!

Join your event peers at the 5<sup>th</sup> Annual Southeast Festivals & Events Conference, February 18-20, 2008 in Greenville SC. Whether you are new to event planning or a seasoned veteran, this conference will add to your event's success for a value that is unsurpassed.

Convention delegates include festival and events-both large and small events, parks & recreation departments, government agencies, event facilities, consultants, chambers, welcome centers & main street organizations, vendors & suppliers.



### Just the facts

**Conference location:**  
Westin Poinsett Hotel  
120 South Main Street  
Greenville, SC 29601  
864-421-9700

**Room rate:** \$135.00 plus tax  
(guaranteed until Jan 15) Mention the  
*SE Festivals & Events Conference.*

**Date:** February 18-20, 2008

**Registrations:** Feb. 18, 9:00 – 5:00 pm

**Opening Session:** Feb. 18, 1:00 pm

**Closing Session:** Feb. 20, 8:30 am

**Trade Show:** Feb. 18, 3:30-5:00 pm &  
Feb. 19, 8:00-10:30 am

**Pre-Conference Function:** Feb. 17,  
7:00 pm.

#### Registration fee:

	IFEA Member	Non-Member
Before Jan. 15	\$275	\$375
After Jan. 15	\$315	\$415

#### Trade Show:

(must be an IFEA member in good standing)  
Before Jan. 15 \$475  
After Jan. 15 \$525

**Airport:** Greenville-Spartanburg International Airport (GSP). The hotel provides complimentary shuttle service.

**Recommended dress:** Casual. Festival wear is encouraged. Business dress is suggested for the Kaleidoscope Awards Banquet.

Hear from the Festival & Event Industry's Top Professionals on:

- \*Sponsorship
- \*Arts & Crafts
- \*Parades
- \*Marketing & Public Relations
- \*Volunteers
- \*Creative Events

Don't Miss:

- Networking
- Kaleidoscope Awards Banquet & Reception
- Industry Trade Show
- Nightly Hospitality Suite
- Pre-Conference Function

#### For information:

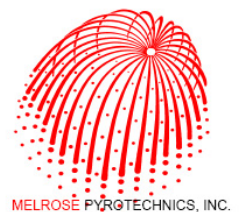
Carolyn Morris  
770-592-7180  
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#### Westin Poinsett Hotel:

[www.westin.com/poinsett](http://www.westin.com/poinsett)

#### Conference link:

[http://www.ifea.com/resources/aff\\_r2.htm#3](http://www.ifea.com/resources/aff_r2.htm#3)



# Conference Schedule

(Schedule is subject to change)

## Sunday, February 17

6:00 - 10:00 p.m. Downtown Greenville Experience – Join fellow attendees for a night in Greenville. Dinner is on your own.

## Monday, February 18

*Pre-conference functions:*

9:00 – 10:30 am

*Trolley Tour of Greenville:* City of Greenville staff (pre-registration required)

10:30 – 12:00 noon

*Affinity Groups:* Tourism & CVB's, Cities/Parks & Recreation, Vendors & Alcohol, Entertainment, Children's Activities

9:00 - 5:00 p.m.

Conference Registration

1:00 - 2:30 p.m.

Opening Session: *Passion Will Always Supersede Reason! Achieving Sponsorship Excellence!* Gail Alofsin • Newport Harbor Corporation

2:30 - 3:30 p.m.

Infomercials-Trade Show Exhibitors

3:30 – 5:00 p.m.

Tradeshow Reception

5:00 - 6:00 p.m.

First Time Attendees Reception, (invitation only)

7:00 - 9:00 p.m.

Opening Night Event: *"Meet us on Main"* for dinner and diversions

9:30 - 12:30 a.m.

Hospitality Suite

## Tuesday, February 19

8:00 – 10:30 a.m.

Trade Show & Continental breakfast

9:00 - 10:00 a.m.

General Session: *Big Ideas on a Small Budget*, Gail Alofsin • Newport Harbor Corporation

10:00 – 10:15 a.m.

Trade Show Beverage Break: Poinsett Ballroom

10:15 - 11:15 a.m.

### **Breakout Sessions**

- ▶ *Maximizing Your Event's Public Relations through Media Sponsorships*, Janet Hart, CFEE • Better Business Bureau of Southern Piedmont
- ▶ *The Internet: Friend or Foe?* Neville Bhada • Southeast Tourism Society
- ▶ *Making Your Volunteers Festival Savvy*, Amy Doherty • City of Suwanee
- ▶ *The Power of Partnerships*, Secret City Festival panel

11:30 - 12:30 p.m.

- ▶ *Here Comes the Parade*, John Melleky • Richmond Parade, Inc.
- ▶ *The Safe Event*, Darrell Manis • Gatlinburg Department of Tourism and Special Events
- ▶ *Keep Art in Arts & Crafts Festivals*, Dann Jackson • 17<sup>th</sup> Street Art Fair
- ▶ *Insurance - How to Get your Money's Worth*, Colby Sullivan • Hass & Wilkerson Insurance

12:45 - 2:00 p.m.

Luncheon

2:15 - 3:15 p.m.

### **Breakout Sessions**

- ▶ *It's Not Stealing if it's Given to You: Creative Events*, Angie Prosser • City of Greenville
- ▶ *Creating Positive Public Relations For Your Event*, Lynn Mann • Michelin North America
- ▶ *How to Keep your Customers Coming Back*, Brad Thomas, CFEE • Silver Dollar City

3:30 - 5:00 p.m.

(CFEE Elective)

- ▶ *Who Is Your Customer? How to Compile and use Market Research*, Penny Reeh • IFEA
- ▶ *Green Your Gig: Resources for Green Event Planning*, U. S. Environmental Protection Agency
- ▶ *Merchant vs. Festival*, Panel discussion

6:00 - 9:30 p.m.

Cocktail Reception, Auction & Kaleidoscope Awards Banquet

10:00 – 12:30 a.m.

Hospitality Suite

## Wednesday February 20

8:30 – 10:00 am

Breakfast Buffet and Closing Session: *It's All About the Passion*, Brad Thomas, CFEE • Silver Dollar City

10:15 – 11:15 am

*Bring your Questions to the Panel*