



International Festival & Events Association

On the Road with the 2008 "Success Series Seminars"



November 17th, 2008 • 8:00 a.m. – 4:30 p.m. • Marriott Memphis Downtown/Cook Convention Center, Memphis, TN

Mark your calendar and plan to attend IFEA's Success Series One Day Seminar. This popular seminar created in partnership with the Tennessee Recreation and Parks Association is designed to bring valuable festival and event industry education, information and networking opportunities to your part of the country in an affordable, focused, one-day format. We've got some great speakers and topics lined up just for you - so check out the schedule, send in your registration and we'll look forward to seeing you there!

Sponsorships: Pricing and Sealing the Deal

Festivals are the community backbone but with a decrease in funding and an increase in expenses, producers are challenged to make the ends meet. Sponsorships can bridge that gap. Discussion to include pricing, steps to a successful sponsorship package and sealing the deal.

Diane Hampton, Memphis in May International Festival, TN

Talent Booking; Tactics and Tips

Choosing the right entertainment for the crowd and staying with the festival budget can be tricky. Learn some valuable tips and tactics that will assist you in your talent search.

Jim Holt, Memphis in May International Festival, Memphis TN

Promotions on a Budget

Feel like you are pressed for time and money? Are you a one-person show? Maximize your promotions using the avenues available to you. We will explore ways to effectively utilize the newspaper, television, the Internet, brochures and press releases, as well as other available resources.

Cheryl Burnette, City of Decatur, Decatur GA

Festivals A to Z

Smooth running festivals require "I" dotting, "T" crossing and checking the list twice. This interactive session will take you through the nuts and bolts of producing a successful event. Come with your questions and leave with answers.

Carolyn Morris, International Festivals and Events Association, Marietta GA

SCHEDULE:

8:00 - 8:30 AM

Registration

8:30 AM

Welcome

8:45 - 10:15 AM

Sponsorship: Pricing and Sealing the Deal

10:30 AM - 12:00 PM

Talent Booking: Tactics and Tips

12:00 - 1:30 PM

Lunch is on your own

1:30 - 3:00 PM

Promotion on a Budget

3:15 - 4:30 PM

Festivals A to Z

Cost: IFEA & TRPA members - \$65.00
Non member - \$90.00

Location: Marriott Memphis
Downtown/Cook Convention
Center

Registration

Deadline: November 5, 2008

Questions: Carolyn Morris, carolyn@ifea.com
or 770-592-7180

Association Partners



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