



International Festival & Events Association

On the Road with the 2007 "Success Series Seminars"



November 12th, 2007 • 9:00 a.m. – 4:00 p.m. • Park Vista Hotel, Gatlinburg, TN

Working with your Community and Neighboring Cities

Friend or foe? Are neighboring cities competition or can they be resources? The cities of Pigeon Forge, Gatlinburg and Sevierville have all found a way to pool their resources to create a comprehensive marketing strategy that works for everyone. Join in this panel discussion to learn ways to work cooperatively with community leaders and other government agencies.
Lila Wilson, City of Pigeon Forge, Amanda Maples, City of Sevierville & George Hawkins, City of Gatlinburg

Show Me the Money

Get the fee or get it for free! Learn the secret of "sweet deals" and get tips to help you greatly improve your bottom line while enhancing your festival or special event.
Sallie Beckes, Friends of the Festival, Chattanooga Tennessee

The Safe Event

Your special event can be safe and fun. In fact, there are a number of safety techniques that will enhance the enjoyment of your guests.

This presentation will cover those and the basics of event safety from start to finish.

Darrell Manis, Pigeon Forge Office of Special Events

My Event! My Community! My T-shirt!

Clothing and other souvenir items can market your community near and far and provide welcome income. Learn what's hot and what's not (i.e. - having a hard time selling koozies?). Bring your successes and failures to a "show and tell" session. We will look at current trends and compare notes.

Lucy Fleming, FunFest, Kingsport Tennessee

SCHEDULE:

8:30 - 9:00 AM

Registration

9:00 - 10:30 AM

"Working with your Community and Neighboring Cities" - Panel Discussion, Cities of Pigeon Forge, Sevierville, Gatlinburg

10:45 AM - 12:00 PM

"The Safe Event" - Darrell Manis, Pigeon Forge Office of Special Events

12:00 - 1:00 PM

Lunch (provided)

1:00 - 2:30 PM

"Show Me the Money" - Sallie Beckes, Friends of the Festival, Chattanooga, TN

2:45 - 4:00 PM

"My Event! My Community! My T-shirt!"
Lucy Fleming, FunFest, Kingsport, TN

Cost: IFEA member - \$45.00
Non-member - \$60.00

Location: Park Vista Hotel, Gatlinburg TN

Registration

Deadline: November 1, 2007

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

Association Partners



www.festivalmediacorporation.com



HAAS & WILKERSON INSURANCE
INSURING YOUR SUCCESS™

www.hwins.com