



GFEA One-Day Seminar

Friday, November 9, 2007

**Savannah International Trade
& Convention Center**
Savannah Georgia

The Georgia Festivals & Events Association, an official affiliate chapter of IFEA, invites you to join other event professionals for a full day of educational sessions & networking opportunities designed specifically for the festival & event industry. Check your calendar, mark this down and plan to attend.

Pre-seminar function: (additional fee required)

Thursday, November 8

6:00 – 9:00 p.m. - River Street Tour & River Boat Cruise. Walk the festival site with the Savannah Waterfront Association staff and learn the challenges of the site and how they have made this area work for the shop owners and festival guests. Then board the River Street Riverboat for an evening of networking on the Savannah River. Dinner is provided.

Friday, November 9

9:00 – 9:30 a.m. - Registration

9:30 – 10:30 a.m. – Simply Entertainment

The entertainment selection process involves many steps; audience, budget, size of venue, theme and time available for booking the talent. Listen in and learn how you can get the entertainment that fits your festival or event. *Ron Simpson, RCS Productions, Fayetteville GA*

10:30 – 12:00 noon – Promotions on a Budget (CFEE elective)

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, radio, the Internet, brochures and press releases. *Neville Bhada, Southeast Tourism Society, Atlanta GA*

12:00 – 1:00 p.m. – Lunch (provided)

1:15 – 2:30 p.m. - What Makes an Event Sizzle

Come with pencil and paper in hand and be prepared to jot down ideas on how YOU can make YOUR event come alive or keep it fresh each year. Actual ideas will be presented from events throughout the country. It's OK to borrow ideas...it's almost required. *Carolyn Morris, International Festivals and Events Association, Marietta GA*

2:45 – 4:00 p.m. – Location, Location & Location

The right location can spell success or hardship for your event. Learn what goes into making the right decision and how to create a successful event using the space available. *Rick Lott, Savannah Waterfront Association, Savannah, GA*





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REGISTRATION

Attendee Name _____

Organization _____ Phone _____

Address _____

City _____ State _____ Zip _____

Email address _____

Additional Delegates:

Name _____

Organization _____ Phone _____

Address _____

City _____ State _____ Zip _____

Email address _____

Name _____

Organization _____ Phone _____

Address _____

City _____ State _____ Zip _____

Email address _____

IFEA Member # Attending _____ x \$45 each \$ _____

Non IFEA Member # Attending _____ x \$60 each \$ _____

Dinner Cruise & Tour # Attending _____ x \$60 each \$ _____

Total Amount Due (checks only, payable to GFEA) **Deadline is October 31:** \$ _____

Mail completed registration form to: GFEA • P. O. Box 965296 • Marietta, GA 30066

Questions: Carolyn Morris • 770-592-7180 office • 770-592-7150 fax