

FLORIDA FESTIVALS AND EVENTS ASSOCIATION

Networking and Educational Event



Photo courtesy of Visit Tallahassee

Friday, March 19

Visit Florida (location change)

2540 W. Executive Center Circle,
Suite 200, Tallahassee

9:30 am – 4:00 pm

Registration Fees:

\$50 Member

\$75 Non-member

\$25 Student

For more information & to register,

visit www.ffea.com

INCLUDES THREE SESSIONS, LUNCH AND NETWORKING

◆ **Sponsorship 2010: Tough Questions Tough Answers for Tough Times... and Reasons for Optimism**

Presented by Darrell Stefany, President EventFest, Inc.

This interactive session will share current and upcoming trends in sponsorship and discuss what properties must deliver to sponsors (and municipalities) for success in today's environment. A portion of this session will address budgets, revenue line-item(s) and the tough decisions we all currently face in our industry. Bring your tough questions and be ready for some tough love responses! And be ready to hear why recent research gives us reasons for optimism!

◆ **What is Social Media? Why Should I Care?**

Presented by Mande White, Head Social Media Coach, FreeSocialMediaHelp.com

Learn the importance of communicating via Twitter, Facebook, and YouTube to increase your attendance at events, provide more value to your sponsors and generate buzz and excitement. Attendees will learn why Twitter is your secret weapon, the 5 things you must do everyday on Facebook, why Google LOVES YouTube, and much more!

◆ **Mapping Your Next Adventure:**

Engaging Baby Boomers and Seniors in Volunteerism

Presented by Tom Linley and Mary Register, Governor's Commission on Volunteerism and Community Service

Mapping Your Next Adventure is a resource guide for volunteers and volunteer leaders seeking to chart a successful course toward engaging these generations in service toward making communities stronger, safer, and healthier and, in the end, leaving the world a better place. Join us for an engaging session as we share some successful promising practices, programs, links and opportunities for recruiting, training, recognizing and retaining volunteers 50 and older.