

**Florida Festivals and Events Association
Educational and Networking Event and Behind the Scenes Tour of FridayFest**

Date: March 2, 2012
Time: 9:00 am - 5:00 pm – CPT (and beyond for FridayFest)
Location: The Green Room, Martin Theatre, 409 Harrison Avenue, Panama City, FL 32401

- 9:00 am - 9:15 am **WELCOME AND NETWORKING OPENER** (FSU students)
Breakfast snacks donated by Doral Bank
- 9:15 am - 9:45 am **SUCCESSFUL VOLUNTEER PROGRAMS FROM ORIENTATION TO RECOGNITION**
*Presenter: Jennifer Jones, Executive Director
Bay Arts Alliance, Panama City, FL*
- 9:45 am - 10:15 am **INCORPORATING ART EDUCATION INTO YOUR PROGRAMMING**
*Presenter: Jennifer Jones, Executive Director
Bay Arts Alliance, Panama City, FL*
- 10:15 am - 10:45 am **POSITIONING YOUR ORGANIZATION TO BE A CORPORATE SOCIAL RESPONSIBILITY (CSR) EVENT PROVIDER**
Today's businesses are being called upon to be socially responsible corporate citizens. From hands on activities to raising funds for causes, events play a vital role in this arena. This session will introduce you to the concepts of CSR and steps to position your agency as a provider in your community. In this session we will:
- Define CSR
 - Learn the Steps Needed for Success
 - Identify Best Practices in CSR
- Presenter: Rosemary Prince, MS, CPRP, Instructor and Program Coordinator
Florida State University Panama City Event Management
Certificate Program*
- Rosemary Prince joined the faculty in the Recreation and Leisure Service Administration program at Florida State University in August 2006. Currently, she teaches and manages the Graduate Online Event Management Certificate Program. Rosemary has worked in the field of parks, recreation, and event management in a variety of settings in public parks and recreation agencies, non-profit organizations and private consulting. She is a published author and has presented at numerous national, state and local conferences and training venues. She is a member of several professional organizations including the Florida Recreation and Park Association, Florida Festivals and Events Association, National Recreation and Park Association, International Special Events Society, International Festivals and Events Association and Get Outdoors Florida! When not in the college classroom, physical or virtual, you will find her sharing her love of parks and recreation with children volunteering as a Girl Scout leader and youth basketball coach.
- 10:45 am - 10:50 am *Break*
- 10:50 am - 12:05 pm **USING SOCIAL MEDIA TO BUILD & ENGAGE YOUR AUDIENCE**
What do HopeMob, Clean the World, and Playlist Live have in common? These organizations are utilizing online communities to grow their events, promotions and overall business development. By creating engaging content, interesting promotions and using social good to grow their fans, these organizations understand their target audience. In this seminar, we'll be reviewing the following:
- Setting Social Media Goals
 - Creating Engaging Content
 - Using Social Media Tools to Communicate Your Message
 - Measuring your Success
 - Current Case Studies

Presenter: Ken DeGilio, Founder/CEO & Chief Brand Storyteller
LaunchMob Media and Faculty, Full Sail University

As the Chief Brand Storyteller at LaunchMob Media, a digital branding agency, Ken and his team bring an authentic process of goal setting, vision and creativity to create Brand Strategies including: Strategic Social Media Campaigns, Public Relations, Marketing and New Media Plans, for corporations of all sizes. Ken also speaks at workshops and conferences on the topics of Branding, Business Storytelling, Public Relations, Social Media for Business, Cause Marketing, Corporate & Personal Branding, and Strategic Marketing. He is a writer for national publications and websites including Dan Schawbel's current *Personal Branding Magazine*. LaunchMob Media is a founding partner of HopeMob, a global philanthropic organization focusing on social media. Ken is on the faculty of Full Sail University, an award-winning entertainment and new media university in Orlando, Florida. Ken has used his marketing skills to help build community partnerships with local and national nonprofit organizations including Autism Speaks and Toys for Tots, to name a few.

12:05 am - 12:10 pm

Break

12:10 pm - 1:00 pm

Lunch (Chicken Salad/ Tuna Salad/ Garden Salad & Chips)
Beverages donated by Coca-Cola Bottling Company Consolidated

1:00 pm - 2:30 pm

A PIECE OF CAKE:

HOW TO CREATE SPONSORSHIP PACKAGES THAT SELL

Sponsorship packages should be created to "tantalize the taste buds" of the business or organization to support a cause or activity that will create awareness, sales and goodwill. Is your sponsorship packaging appealing? Are you using the right ingredients to keep sponsors wanting more? Learn how to:

- Build Your Sponsorship Inventory
- Create a Sales Letter
- Create a Fact Sheet
- Build Sponsorship Levels and Benefits
- Create the Agreement
- Package Your Proposal Creatively

Presenter: Felina Martin, President
Eventions

Felina Martin is the President of Eventions, event marketing and planning company in Tallahassee. Eventions has received numerous awards and recognition for its involvement in the community, including a two-time nomination for the Chamber of Commerce Small Business Award, nomination for the Distinguished Leadership Tallahassee Award and recipient of the Small Business Development Regional Volunteer of the Year Award. Martin was recognized as one of nine Event Planners of the Year in the statewide magazine, *BizBashFla* and her "White Linen Affair" party to launch *InSpire Magazine* was recognized as one of the "Events of the Year" in *Convention South Magazine*. Clients include Capital Health Plan, March of Dimes, Brehon Institute, Leon County, FAMU National Alumni Association, Governor Rick Scott Inauguration Committee and Burdines-Macy's. Martin has over 15 years experience in marketing, non-profit management, event production and sales for major department stores, non-profit organizations and small businesses.

2:30 pm - 2:45 pm

Break

Snacks donated by Sugar Boogers

2:45 pm - 4:00 pm

FRIDAYFEST PRE-EVENT SITE TOUR

Host: Dutch Sanger, Executive Director

Panama City Downtown Improvement Board

Guest Participants: David Lizarralde, Coca-Cola Bottling Company Consolidated
Todd Sparks, Owner, Gulf Talent Services
Luther Suttles, Lewis Bear Company/Budweiser

Learn how the Panama City Downtown Improvement Board planned a successful monthly event that features 5 bands, KIDZ ZONE, food vendors and hundreds of vintage cars and motorcycles. Learn the importance of including downtown restaurants and businesses, local musicians and committees and volunteers. Learn revenues potentials from soda and beer sales.

4:00 pm - 5:00 pm

HAPPY HOUR (Cash Bar)

Host: Ferrucci's Resturant

5:00 pm - 6:00 pm

DINNER (Dutch Treat)

Grab a couple of attendees and eat dinner at a downtown restaurant or order "take-out" and enjoy it under the eating tents at FridayFest.

6:00 pm - 10:00 pm

FRIDAYFEST

Voted #1 Festival by "*BEST OF BAY*" 2009, 2010, & 2011

Live bands featured on March 2nd: MoJo Flo, Tres, Panama Redd, KD of Legacy and Eastbay

Sponsored by:

