

SHOWFEST 2020

EVENT INNOVATORS CONFERENCE EDUCATIONAL SESSION SCHEDULE

SESSIONS – SUNDAY, JANUARY 26

OPENING KEYNOTE 1PM GLENWATERS

PRESENTER: ROGER BROOKS, CSP

www.rogerbrooksinternational.com

Roger Brooks International

Destination Development Association

In this fast-paced and engaging keynote presentation, Roger Brooks will share with you the role and value of festivals to your community, some new ideas on how to “sell” your festival to funding organizations and businesses, and how to market your festival more effectively. You’ll see some great case histories and will come away with a new way of looking at the marketing, funding, and support for YOUR festival.

For more than 35 years, Roger Brooks’ practical and entertaining presentations have helped communities around the world become outstanding destinations in which to live, invest & visit. With his humorous stories and real-life examples, and bottom-line, cut-to-the-chase rules, ingredients and to-do suggestions, Roger has become the top-rated keynote speaker on the topics of community branding, place-making, downtown and tourism. The founding member of Roger Brooks International and the Destination Development Association, and a Certified Speaking Professional, Roger has assisted nearly 2,000 communities across the U.S. and Canada, in Western Europe, Scandinavia and Africa.

Ralph Waldo Emerson once said that “Nothing great was ever achieved without enthusiasm,” and Roger lives by this motto. He is the motivational expert who helps communities become truly outstanding destinations.

SESSION A – 2PM GLENWATERS THE SCIENCE OF SOCIAL MEDIA

Presenter: Holly McPhail, Windwood Communications
www.windwoodcommunications.com

Social media can be a very effective tool for advertising an event and creating community buzz on a specific topic. However, if not done correctly, you may not get the results you seek. This session will take you for a deep dive into the mechanics of the major social media algorithms and provide quick tips to create organic engagement.

Holly McPhail is the chief strategist & creator at Windwood Communications, LLC, a boutique communications firm in Tallahassee, Florida, helping organizations and small businesses build communities online and in real life. Holly specializes in program development, persuasive messaging and digital communications. With over a decade of experience, she most recently served as the communications coordinator for a large statewide organization serving municipal governments. There, she managed the company's digital presence across multiple platforms and developed strategic messaging for events and advocacy. Holly routinely provides training and consulting services on a variety of topics including her favorite, how-to leverage social media to better engage audiences no matter your message. She holds degrees in Urban and Regional Planning and International Affairs with concentrations in Anthropology and Economics from the Florida State University

SESSION B – 2PM LAKEVIEW DON'T LEAVE MONEY ON THE TABLE

Presenter: Tom Crichton, Help Get Sponsors
www.helpgetsponsors.com

Do you have challenges explaining the value of your event sponsorships to potential partners? Ever wonder about the best way to price your sponsorships? Can you do a better job maximizing your sponsorship revenue? If the answer to any of these questions is “yes”, then you will find great value in joining Tom Crichton’s “Don’t Leave Money on the Table” educational seminar.

Tom shares his twenty plus years of sponsorship sales and media experience during this one of a kind learning opportunity. Learn strategies to identifying sponsorship options to sell and how to design packages to meet your sponsors’ needs. You will also learn the importance of correctly valuing your sponsorships based on industry standards and how this leads to more successful long-term partnerships.

Experience real sponsorship success case studies (and failures) with traditional and not so traditional naming rights deals. At the conclusion of the seminar, you will be able to build the right partnerships designed to grow and stand the test of time so you “Don’t Leave Money on the Table!”

Tom Crichton founded Help Get Sponsors, Inc., a full-service sponsorship sales and management agency in 2001. After fully understanding the sponsorship challenges events face he decided to design and launch affordable software, software that provides events the critical tools needed to sell and manage sponsorships at the highest level. Tom has sold and managed over \$16 million in sponsorships for his clients including major city festivals, entertainment events, the largest endurance events in the world, and within motorsports including NASCAR team sponsorships for NFL Hall of Famer Terry Bradshaw.

Tom has personally worked with such sponsorship heavy hitters as GE, Coca-Cola, AOL, CitiFinancial, Office Depot, Nationwide, the US Navy, National Guard, Allstate, FedEx, PepsiCo, Budweiser, Subaru, and many other fortune 500 companies.

Prior to his experience in the sponsorship and marketing industry, Tom had a successful, decade long career in sports television winning two TV News Emmy Awards for sports reporting and producing.

SESSION C – 2PM WALDEN

CREATIVITY: MAXIMIZING ITS EXPONENTIAL POWER

Dr. Vern Biaett, CFEE, Assistant Professor & Chair of Event Mgmt. Department HPU

“I believe I’m a pretty creative person most of the time, well some of the time, at least when I don’t have to be”

This is a session about the CREATIVE process ... about CREATIVE methods that can be used immediately by you and your organization to generate ideas. Almost everyone is familiar with basic “brainstorming” but do you actually know the process? You may have worn the “6 thinking colored hats” or engaged in a “power of 3” exercise to come up with better ideas, but have you ever experienced the “turbulence of élan vital?” You’ll also be introduced to one of Vern’s recent wild innovations, the “Katy Perry love bi-polar” creative method.

Think of this conference as the Land of Oz. It includes sessions for Dorothy’s seeking vision along the yellow brick road, lions requiring a dose of courage in these tough economic times, tin men needing to strengthen the heartbeat of their programs, and this educational offering, for the scarecrows in search of a more creative brain.

Biaett has produced events for 30 years, much of that as a manager of major festivals for the cities of Phoenix and Glendale, Arizona. As a faculty associate in the School of Community Resources & Development at Arizona State University he completed his doctoral studies and co-created a special event certificate program. In 2014 he relocated to North Carolina to create a new B.A. in Event Management at High Point University, which has already had 30 graduates and currently has 150 majors and minors.

**SESSION A – 4PM LAKEVIEW
KNIGHTS OF THE ROUNDTABLE – SMALL GROUP IDEA SHARING**

Facilitated by: Julie Beck, North Carolina Pickle Festival
Dr. Vern Biaett, High Point University
Tom Harrison, NC Black Bear Festival
Stephanie McIntyre, North Carolina Seafood Festival
Cecilia Moreno, Social Media Influencer
Stephanie Saintsing Naset, The Barbecue Festival

Topics Include:

- What if you had to CANCEL your Event? Would you be Ready?
- Social Media Influencers
- Ideas to Generate Revenue-Merchandise, Alcohol, Merch & Other On-Site Revenue Generators
- Building an Event-Lessons Learned
- Thinking Outside the Box - Injecting New Ideas & Excitement into Your Events

**SESSION B – 4PM GLENWATERS
PAYING FOR SOCIAL REACH – ADS & AMBASSADORS**

Presenter: Holly McPhail, Windwood Communications

The world of social media continues to grow in its daily users and in its many uses. As such, it feels like the only way for organizations and small businesses to stay relevant is to compete against big brands. The good news is there IS another way. This session will break down the differences between organic and sponsored content and how to leverage both effectively.

**SESSION C – 4PM WALDEN
FESTINOMICS-MEASURING THE IMPACT OF YOUR EVENT**

Presenters: Marlise Taylor, VisitNC & Dr. Whitney Knollenberg, NCSU

Events continue to be an important economic driver, but just how much impact does your annual festival contribute to tourism? Marlise Taylor (VisitNC) and Dr. Whitney Knollenberg (NCSU Dept. of Parks, Recreation, and Tourism Mgmt.) will provide an overview of the importance of measuring your impact and how to do it. In this session you will learn about the value of measuring your event's impact, data collection methods, the basics of survey design, and strategies for getting reliable data.

As a faculty member in the Department of Parks, Recreation, and Tourism Management at NC State University Dr. Whitney Knollenberg's research focuses on helping tourism industry leaders demonstrate the impact of tourism and develop tourism in a way that maximizes its positive impacts. She has done in this in a variety of contexts including studies of tourism advocacy and tourism workforce development. Whitney's research also identifies how synergies can be built between tourism and other industries such as agriculture and craft beverage production. She holds a Ph.D. in Hospitality and Tourism Management from Virginia Tech, an M.S. in Sustainable Tourism from East Carolina University, and a B.S. in Parks, Recreation, and Tourism Resources from Michigan State University.

Marlise Taylor has been Director of Tourism Research for Visit North Carolina (formerly the NC Division of Tourism, Film and Sports Development) since 2005. Prior, she was Director of Tourism for Goldsboro (NC) from 2000-2005 and Tourism Research Analyst at the University of New Orleans from 1996-2000. In her current role, Marlise provides strategic direction and oversight of Visit NC's research program and works closely with the entire team to implement initiatives that help guide marketing decisions to support tourism in NC. She is a past president and chairperson of the international Travel and Tourism Research Association (TTRA), board member from 2009 – 2015 and a past board member of Southeast Chapter of TTRA. Marlise received her MS (1996) & BS (1993) degrees from North Carolina State University, and was a recipient of the 2018 NCSU Parks, Recreation & Tourism Management Outstanding Alumna award.

FESTIVAL SECURITY 5PM - WALDEN

What Measures Are You Taking? Panel Discussion w/ Festival & Event Planners

SESSIONS – MONDAY, JANUARY 27

SESSION A - 9AM LAKEVIEW SPONSORSHIP, THE COLD HARD TRUTH

Presenter: Tom Crichton, Help Get Sponsors

Our session leader Tom Crichton delves into the cold hard truth on selling and managing sponsorships. There are no silver bullets but there are tactics, technologies and realities we all need to learn and better understand. This impactful session forces attendees to take a genuine look in the mirror and determine if they are being realistic about what it takes to land, manage and renew sponsors. We will also provide real-world education on how to overcome some of the mistakes that seem to be consistent issues in the event sponsorship industry. Tom shares his twenty plus years of

sponsorship sales and media experience during this one of a kind learning opportunity
SESSION B - 9AM GLENWATERS

CROWD MANAGER TRAINING

Presenter: Dan Austin, NC Department of Insurance Office of State Fire Marshal

The NC State Fire Prevention code has a section requiring trained crowd managers at any event where more than 1,000 people are in attendance. Bring along your laptop and leave the session with your Crowd Manager Certification.

Dan Austin is the Chief Fire Code Consultant for the NC Department of Insurance Office of State Fire Marshal. He provides reviews and interpretations to facilitate consistent enforcement of the NC State Fire Code. He created and helped to implement the NC Crowd Manager Training, which is now utilized across the nation. Austin continues to provide online & face-to-face courses for training, seminars & other events for the Office of State Fire Marshal and associated agencies.

SESSION C - 9AM WALDEN

EVENT LOGISTICS – EXPLORING HOW? WHY? AND WHEN?

Presenter: Theresa Mathis, City of Wilson

Join an exploration of how festivals and events accomplish logistical tasks. Ever wondered how other festivals and events handle registration, vendor set up, assign booth locations and other practical undertakings? Participate in this interactive discussion and sharing of ideas to help us all work smarter not harder.

Theresa Mathis juggles two roles in her community. She has served as an event planner for the City of Wilson for 12 years which has included concerts, banquets, Special Olympics and service projects for teens. And as the Director for the NC Whirligig Festival, she has volunteered for 8 years to oversee the planning and implementation of the towns' biggest event. Her background, of more than 20 years, in student activities on college campuses served as her training ground. She feels you can learn more about people in an hour of play, than a day of conversation.

SESSION A - 10AM LAKEVIEW

SERVING ALCOHOL ... IT'S A BIG RESPONSIBILITY

Presenter: Charlie Fuller, NC-ABC Commission

The NC Alcoholic Beverage Control Commission takes the responsibility of selling alcohol very seriously, and you should, too! This session will provide festival & event planners a solid understanding of the laws and regulations that must be adhered to when selling or serving alcohol. There will also be a preview of the Responsible Alcohol Training Program available as a training tool for vendors and volunteers.

SESSION B - 10AM GLENWATERS

2020 Featured Festival: NC Black Bear Festival

Presenter: Tom Harrison, NC Black Bear Festival

NCAF&E would like to begin featuring a festival at ShowFest each year. It's not always possible for us to go visit another festival – especially across the State. So we are bringing festivals to you! Because of the remarkable success the NC Black Bear Festival has experienced in four short years, we are going to begin with their presentation. Discover the secrets to their success and how they can be integrated into your event. Find inspiration from one of the most creative new festivals in North Carolina.

SESSION C - 10AM WALDEN

IS YOUR FESTIVAL MEDIA?

Presenter: Antionette Kerr, Bold & Bright Media

Is Your Festival Media Friendly? From effective online newsrooms--to preparing your press kit, join media correspondent, Antionette Kerr, for a conversation about effective marketing & media strategies before, during and after your event.

Kerr is the author of Modern Media Relations for Nonprofits: Creating an Effective PR Strategy for Today's World. The Lexington, NC native has worked in newsrooms for more than two decades and she currently serves as a freelance writer for over eight state-wide publications and as the CEO of Bold & Bright Media.

She continues to serve as a communications consultant for multiple organizations and has recently provided media relations trainings through The Chronicle of Philanthropy (article), The National Council of Nonprofits, Nonprofit Marketing Guide and The Nonprofit Academy.