

# SCHEDULE - SUNDAY

9 am - 4 pm	Registration	Midway
9 am - 10 am	Awards Entries Accepted	Welwyn
10 am-1 pm, 3 - 4 pm	Exhibit Hall Open	Lakeshore Ballroom
10 am - 6:30 pm	Silent Auction	Prefunction Area
11 - Noon	Lunch in Conference Area	
12:15 pm	New Member Orientation	University Ballroom A&B
12:30 - 12:50 pm	Showcase Performance	University Ballroom A&B
3:30 - 6:30 pm	Awards Entries on Display	Welwyn

## OPENING KEYNOTE - 1PM - UNIVERSITY A&B

### INNOVATE WITHIN YOUR COMPETITIVE ADVANTAGE: AND TURN YOUR EVENT INTO THE GREATEST SHOW ON EARTH

Presenter: Julie Austin, Creative Innovation Group

All industries face it at some point...disruption. You may think your industry or your company is safe, but when you don't look into the future and see what's coming, and when you don't constantly innovate, you risk the chance of being blind-sided by your competition, the economy, technology, the weather, government regulations, or customer tastes. Innovation has become a vague buzz word these days. But if you start by innovating within what you do best, or your competitive advantage, you'll be ready to change when you're hit with disruption.

Inventor and innovator Julie Austin's speech touches on the top 5 issues event and festival planners are facing this year and ways to use their competitive advantage to work within their budget, find unique sponsorship opportunities, expand their market, bring in new customers, and generate new marketing ideas. To know the future, you need to know the past. We'll learn some of the lessons of the greatest event planner in history, PT Barnum and how today's event planner can incorporate those into their marketing.

#### Attendees will learn:

Six ways to innovate within your competitive advantage / Why P.T. Barnum was the ultimate master of customer experience / How to leverage and monetize your assets through innovation / How to infuse innovation into your company's culture / How to partner with others to expand your market

## SESSION A - 2PM - GLENWATERS UPDATE FROM THE ECONOMIC DEVELOPMENT PARTNERSHIP OF NORTH CAROLINA

Presenter: Amanda Baker, Partner and Trade Relations Specialist  
Visit North Carolina, A Division of EDPNC

## SESSION B - 2PM - LAKEVIEW CREATING THE BETTER FESTIVAL EXPERIENCE

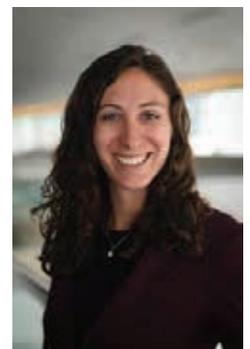
Presenter: Dr. Vern Biaett, CFEE  
Assistant Professor of Event Management, Nido R. Qubein School of Communication  
High Point University

There are thousands of organizations that include community festivals as part of their programming. Most know how to maximize their revenues and effectively use their events to grab public attention, but how many provide truly great experiences filled with special moments that create lasting memories for their audience? This educational session has one goal ... to teach you how to make the attendee experience at festivals better! Its focus is on understanding the basics of festivity and using this knowledge to design optimal experiences. It is time to put your festival attendees into the "Zone."

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.



Sponsored by  
Brinkley Entertainment



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## **SESSION C - 2PM - WALDEN CONTROLLING THE MESSAGE: CREATING A SOCIAL MEDIA MARKETING PLAN**

*Presenter: Jessica Bybee-Dziedzic, Saffire*

We have all heard about the many countless social media platforms that are available to our events, but how do you begin to prioritize your limited time and resources to ensure that you are maximizing the effort and the returns. How do you create a Social Media Plan to work within your finite budget, your strategic vision and other critical considerations. Join us for this important session by NCAFE Partner and industry leader, Saffire.



## **BREAK (Exhibit Hall Open)**

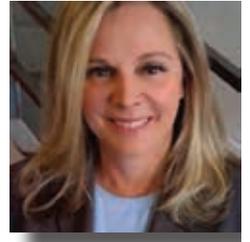
3-4 pm - Sponsored by SE Systems & IMAGINE Music Group



## **SESSION A - 4PM – GLENWATERS “SPARKING INNOVATION” - HOW TO TURN GREAT IDEAS INTO GREAT VALUE**

*Presenter: Julie Austin, Creative Innovation Group*

Inventor and innovator Julie Austin shows you how to turn your employees into problem solvers, and how to profit from the great ideas they come up with. All innovation starts with great ideas. Some of the most important innovations in history were discovered by accident, such as penicillin. But there is a deliberate way to discover innovative ideas, whether it's a new drug, a new product, new delivery systems, or new ways of doing business. These are simple ideas and ways of thinking that will turn your whole staff into problem solvers. It doesn't take any extra time away from their jobs, but instead is a problem solving mindset that will greatly improve your bottom line and employee morale.



Attendees will learn:

- \* How to build an innovation culture into your company
- \* Where to look outside of your industry for new ideas your competition will never think of
- \* The 3 traits all innovators must have

Julie Austin has trained scientists, engineers, and executives from around the world. As an inventor, patent owner, and international manufacturer, she knows how to instill the innovation mindset that will have your employees generating new ideas quickly. Attendees will be excited about innovation, and will come back with hands-on knowledge they can use to solve problems, create new products & services, and learn new ways of doing business that will boost your company's bottom line. This is a fun, educational and interactive creativity workshop!

## **SESSION B - 4PM – LAKEVIEW EXHIBITOR EDUCATION PANEL/OPEN DISCUSSION PANEL**

Successful Vendors Make Successful Events

## **SESSION C - 4PM - WALDEN IS YOUR EVENT ACCESSIBLE?**

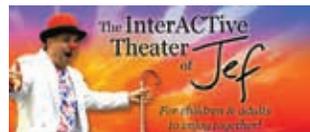
*Presenter: Lynn Fuhler, Flying Compass*

An accessible event extends well beyond your venue's physical borders. Learn what's driving the changes being made in the hospitality industry and how it can impact your festival or event. Every place-based business potentially can be a target. Until Washington takes action, we'll show you what's involved and the steps you can take.



# EDUCATION SESSIONS - MONDAY

**BREAKFAST** 8-9:15 am - Sponsored by The InterACTIVE Theater of Jef



## **SESSION A - 9AM - GLENWATERS 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 - 9AM - LAKEVIEW ROUNDTABLE SESSIONS**

Topics include: Working for your Board of Directors, Quickly Creating Alternative Plans and Event Logistics.

## **SESSION C - 9AM - WALDEN IS YOUR FESTIVAL MEDIA-FRIENDLY?**

*Presenter: Antionette Kerr, Bold & Bright Media*

From effective online newsrooms—to preparing your press kit, join media correspondent, Antionette Kerr, for a conversation about effective media relations strategies before, during and after your event.

*Antionette Kerr is the author of Modern Media Relations for Nonprofits: Creating an Effective PR Strategy for Today's World. She 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.*



## **SESSION D - 9AM - STUDENT SESSION WITH VENDORS - LAKESHORE BALLROOM**

Student delegates have an exclusive opportunity to interview and interact with event Supporting Members and service providers. This hour is set aside so that student may begin building relationships with business they may need and/or hire once employed. Learn who, where and what each Trade Show Exhibitor's specialty may be and make sure to bring your notebook so that you can collect information from each participant for future reference.

## **CLOSING KEYNOTE - 10:15 AM - University Ballroom D&E SPONSORSHIP RELATIONSHIP ADVICE: MUNICIPALITIES**

*Presenter: Lynn Fuhler, Flying Compass*

Why won't your city or town commit? We'll examine what causes the disconnect between festivals and events and their hometowns. Have a seat on the couch as we walk through what can be done to move them from no engagement to walking down the aisle to full-fledged sponsorship.

*Lynn has successfully organized festivals and events throughout her career. The former tourism director of Clearwater Beach, FL, she has worked extensively in hospitality marketing. She is the former chairman of the all-volunteer Clearwater Jazz Holiday, then the largest free jazz festival in the Southeast U.S. She is the internationally known author of Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals and Secrets to Successful Events Resource Guide: 42+ Easy-to-Use Forms and Tools to Save You Time and Money. An Illinois native, Fuhler holds a travel and tourism degree from St. Louis University's Park College. Now based in North Carolina, she is co-founder of Flying Compass, a hospitality industry marketing firm.*



11 am - Noon Trade Show

12 - 12:30 pm Showcase Performance / Luncheon

12:30 - 2 pm Excellence Awards Presentation

Lakeshore Ballroom

University Ballroom ABC

University Ballroom ABC

## **Connect ShowFest 2019**

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