

**Wisconsin Association of Fairs Tentative Convention Schedule
As of 10/15/2020**

Sunday, January 10, 2021

- 12:30-5:00 PM Fairest of the Fairs Coordinator Workshop
- 4:00 PM Hotel rooms open
- 5:00-7:00 PM Registration Open
- 7:00 PM Laugh and Lounge Evening Social

Monday, January 11, 2021

- 7:00-8:30 AM Buffet Breakfast
- 7:30-9:00 AM Registration Open
- 8:30 AM Bring Silent Auction Items
All fairs are asked to bring an auction item for our silent auction. The silent auction will take place during Monday and Tuesday's programming.
- 9:00 AM WAF Welcome
- 9:30 AM Keynote Speaker, Marla Calico
Ignite, Excel and Unite to Forge a Path Forward: Uncertainty clouds every moment of every day for each one of us. But we simply cannot let it rule our day and determine our path forward for the fair industry's future. Hoping for a quick and easy solution or resolution is not a business plan. We have to lean into change – we cannot run from it. We must embrace and use the power of our unchanging values in this unpredictable world.
- 10:00 AM-Noon 2020 Fair Experience
Here is your chance to ask questions and share your experiences from 2020. What type of fair was your fair in 2020? Exhibitors only? No fair at all? Virtual fair? Panelist will share their fair experience and answer your questions. What were some things they changed that they look to use going forward?
- Noon-1:00 PM Lunch
- 1:00-2:30 PM Health and Safety
Today's world has changed how things need to be done for a healthy and safe event. What needs to be on your fair's TO DO List, before and during your fair? Topics covered will include the following: Sanitation, Public Health Concerns, Building Capacity, Building Modifications/Layouts and Volunteers.
- 2:30-3:00 PM Break
- 3:00-4:00 PM Exhibits/Exhibitors
Did you make any changes this year that you will carry forward to future fairs? Were

your Competitive Exhibits Live and in person or did you go virtual? How do we recruit new exhibitors? How is your market animal show and sale structured?

- 4:00-5:00 PM **UW Extension**
How can we make this partnership work? Can you have consistency with UW Extension and their role with your fair? Join us as we continue to have a discussion on the relationship and support of the 4-H program.
- 5:00-7:00 PM **Free Night, Meal on Own, Networking with Associates**

Tuesday, January 12, 2021

- 7:00-8:30 AM **Buffet Breakfast**
- 7:30-9:00 AM **Registration Open**
- 9:00-11:00 AM **Business Planning**
Do you need to do it? Does it work? What needs to be improved? Is it enough? All questions you need to ask about your current business plan. The following will be included in this planning: Long term goals, Succession planning, Bylaws, Committee/Board job descriptions/expectations, Ethics, Contracts, Insurance.
- 11:00 AM **Silent Auction Closes**
- 11:15-11:45 AM **WAF Business Meeting**
- 11:45 AM-1:00 PM **Check out of Rooms and Lunch**
- 1:00-2:00 PM **DATCP Update, Animal Health Update**
Deb Gegare, WI DATCP Fairs Coordinator will update us on all things related to fairs that are required to be submitted to DATCP. An update on SharePoint, judges, and ATCP 160. An update from Animal Health will also be presented.
- 2:00-3:00 PM **Revenue Streams**
How can we create more streams and improve the ones we have? How about sponsorship ideas, perks and contacts for all sizes of fairs. Gate specials, bundles and packages. Maybe non-fair events are an option for your fair. Ideas for fundraising events outside of the fair.
- 3:00-3:30 PM **Communications**
Let's talk about press releases and cancellations. How can we address the many social media positive and negative responses to your fair/event. What are the advantages and disadvantages and costs for Facebook live?
- 3:30-4:00 PM **Wrap Up**
Let's finish up the convention with open networking to bring up whatever topic we didn't cover in programming to help make the 2021 fair season a successful one!
- 4:00 PM **Travel Home Safely**