



Fairest Coordinators Workshop: Tips for a Successful Fairest Program

Sunday, January 10, 2021

12:30pm-5pm

Join members of the Fairest of the Fairs Committee and fellow Fairest Coordinators from across the state to dive into tips and methods for a successful Fairest program.

The workshop will be divided into scheduled category discussions, including:

- The Basics – Job Description, Rules & Compensation
- Budget and Sponsorship
- Timeline & Crowning Event
- Activities Prior To & During Your Fair
- Social Media, Marketing & Advertising
- Wisconsin Fairest of the Fairs Program and Contest

Attendees will walk away with new ideas and tips sheets to help run a successful Fairest program!

Please come with the following thoughts and materials:

- What successes have you had in each of the program areas that you would be willing to share with the group? You may use the attached worksheet to help guide your reflection.
- Any written materials you would be willing to share, including (but not limited to) program marketing, applications, eligibility requirements, contracts, sponsorship lists, contest schedules, etc. Please bring just one copy; all copies will be collected and shared via email and/or website.
- Openness and willingness to share via discussion and self-paced activities

A 15-minute break, water, and soda will be provided. We hope to see you there!