



2012 SFEA Annual Conference - Session Topics February 20-22, 2012 in Kingsport, TN

1 Festivals and Events: Addressing Challenges with City Partnerships

2 Music Production: How to book talent, manage talent, weather decisions etc.

3 Trends in Tourism

4 Writing and Applying for Grants

The Santa Train: Celebrating 70 years in 2012, hear the logistics behind planning this 14-5 stop train trek

6 Working with your Food Vendors: How to partner and manage correctly for your event

7 Today's Student is Tomorrow's Employee: The Value of an Intern

8 One Venue + Multiple Events = A Branding Challenge: How To Not Mix Your Message

9 Creative Kids Corner: An open discussion to share ideas for your festival or event

Tents, Toilets and Tables - Oh My! How to ensure an efficient load-in for you and your service provider

11 What Do Sponsors Want In Return for Sponsoring a Festival or Event?

12 Promoting Your Event: Grassroots vs. Professional or Pricey

13 Using the Community as a Work Force

14 Keeping Your Event "Green": How to minimize your carbon footprint

Volunteers = Variety: Hear directly from active volunteers and what they look for when offering their time

16 Where's the Welcome Wagon: Overcoming Misconceptions About Your Event

Please note that sessions are subject to change as additional sessions may be added or changed.