



SFEA One-Day-Seminar

Thursday, February 9, 2012

Statesboro, Georgia

The Southeast Festivals and Events Association (SFEA) will host a One-Day Seminar on Thursday, February 9, 2012 in Statesboro, GA. If you work in festivals and events, or have interest in this industry, please plan to join us on this day!

Schedule:

9:00a EST

Registration

9:30a - 10:45a

Everything you ever wanted to know about a small town festival...but were afraid to ask!

In this segment we will explore festivals from a small-town perspective, from; 'Why have a festival?' to 'What hurdles you may have to jump to get your community behind the event.' Richard Williams, Events Coordinator at the Vidalia Area CVB, will help shed some light on these and many more aspects of planning a festival in a small town.

11:00a – Noon

Partnering With Your State Agency: Help Them, Help You

Carey Ferrara, Regional Tourism Representative at GA Dept of Economic Development, will discuss the benefits of working with your state agency and what services they offer in support of your festival or event. What better way to ensure you are using all your available resources when promoting your event!

Noon – 12:45p

Lunch

1:00p – 2:00p

Researching The Best Festivals and Events For Your City: Spotlighting Savannah Events

Joe Marinelli, President of Visit Savannah (the convention and visitors bureau for Savannah), will speak about how his organization played a leadership role in the creation/addition of two new and very successful events for Savannah:

The Savannah Craft Brew Fest Weekend – This event was created to generate new tourism activity for the traditionally slow Labor Day weekend.

The Rock 'n Roll Savannah Marathon and Half-Marathon – In its inaugural race in Savannah in November, this event doubled its expectations for registrations (23,000) and had an overall economic impact of over \$25 million.

2:15p-3:15p CST

Brainstorm Bash

Did you not have quite enough time to network and talk amongst your peers at lunch? Still looking for that "A-Ha!" moment for your event? Share your hurdles, as well as your successes, knowing that you're among industry friends and have the best audience for developing some new ideas and solutions. GA Southern Students will also be given an opportunity to ask questions related to the festivals and events industry.

One-Day Seminar:

SFEA Member

\$45

SFEA Non-Member

\$60

Full-Time Students

\$10*

Pricing includes sessions and lunch.

**Pricing for students does not include lunch.*

Please Note: Upon registering, a **Confirmation Email** will be sent to you noting the Seminar Location & directions to the facility.

In order to tell us a little more about your event, we also encourage you to bring any old or new brochures, pamphlets, postcards etc. that you may want to share with fellow attendees

Upcoming Events:

SFEA Conference

February 20-22, 2012

Kingsport, TN

STS Marketing College

July 29 – August 3, 2012

Dahlonega, GA

Questions: Please contact SFEA/Wendy Thomas

SFEA • PO Box 720152 • Atlanta, GA 30358

Office: 678-443-9619 • info@southeastfestivals.org • Fax: 678-701-1580 • www.southeastfestivals.org



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Organization/Company: _____

Attendee Name: _____ Title: _____

Address _____

City, State & Zip _____

Phone _____ Email _____

Website _____

Attendee Name: _____ Title: _____

Address _____

City, State & Zip _____

Phone _____ Email _____

Attendee Name: _____ Title: _____

Address _____

City, State & Zip _____

Phone _____ Email _____

One-Day Seminar Pricing: *Please submit your payment via the mailing address or fax number listed below*

SFEA Member	\$45	<i>Pricing includes sessions and lunch.</i>
SFEA Non-Member	\$60	<i>Pricing includes sessions and lunch.</i>
Full-Time Students	\$10	<i>Pricing for students does not include lunch.</i>

**Please note if anyone requires a vegetarian meal or has a food allergy:* _____

Total Amount Enclosed \$ _____ (payable by Check or Credit – Visa or MC)

Check# _____ (Please make checks payable to SFEA)

Card # _____ Exp Date: _____ Validation Code (# on back of card) _____

Name on Card _____ (Please Print) Email Address: _____

A credit card receipt will be sent to this email

Billing Address (street, city, state, zip) _____

Authorized Signature _____ Date _____

Questions: Please contact SFEA/Wendy Thomas

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