



2016 Convention

Education Sessions

**Friday, January 8, 2016** (12/22/2015)

**3:30pm**

***"Pass the Torch" Connecting Generations to IGNITE Our Future (AFFL)***

The Indiana Bicentennial Torch Relay is designed to inspire and unify Hoosiers as one of the major commemorative events of the 2016 Bicentennial celebration. Torchbearers will be Hoosiers, representing all walks of life. More than 1,800 torchbearers will be selected to carry the torch. The success of this initiative will depend on the broad-based participation and cooperation from cities and towns across the state.

*Noelle Szydlyk, State Director Indiana Bicentennial Torch Relay, Indiana Department of Tourism*

***Embracing Sponsorships - Let's Grab Some Extra Dough***

Who doesn't need a little extra money in the bank? This program will cover not only the basic "How To's" of sponsorships, but will also take a look at fun, new and innovative ways to incorporate sponsors into our Events. Sponsors these days aren't as focused on signage as they once were. They are now concentrating on engaging customers through promotions and onsite activations. This session will also cover current trends in sponsorships, and most importantly, how these trends can translate into additional dollars for events, and how we can make these seemingly complicated programs a bit easier. It's time to think outside the box and have a little fun!

*Jen Puente, Sponsorship Manager, Wisconsin State Fair*

**5:00pm**

***Event Management 101 - Getting an Event off the Ground***

New to events or need a refresher course on the basics? This round table discussion will go back to the fundamentals of creating an event. Organizers will share their experiences in design, research, planning, on-site execution and evaluation. If you are new to events come prepared with your questions.

*Round Table Discussion Moderated by Vanessa McClary, Kiwanis Club of South Central Indiana Balloon Fest & Larry Bemis, Newport Antique Auto Hill Climb*

***2015 Year in Review, Event Trends and Looking Towards the Future of Your Event***

What worked this year? What didn't? What issues are you facing internally (administration, marketing, staffing/volunteers, entertainment, vendors) or externally (weather, socio-economic, political, environmental)? What does the future look like and how can festivals and fairs prepare for the future?

*Round Table Discussion Moderated by Lonnie Steele, Porter County Fair*

***Finding the Right Entertainment for Your Audience***

Whether your budget is big or small it is important to understand your audience. This session will discuss entertainment strategy and help you go about finding entertainment that is best for your event.

*Candi McKinnies-Shreve, CMS Entertainment*



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**Saturday, January 9, 2016**

**8:00am**

***Bringing the "Social" Back to Social Media***

In the last 10 years social media has transformed the way we communicate as a business with our consumers. In those same 10 years the many platforms we are using have changed no less than a hundred times. Learning to communicate with our followers is the same thing as learning to talk to a new group of people in high school. Join me as we openly discuss ways to make new friends and sit with them at the same lunch table.

*Gary Stinson, Digital Media Manager, Kentucky Derby Festival*

***Becoming Qualified Using Charity Gaming to Grow Your Event***

There are currently over 3200 charity organizations qualified to conduct gaming. An overview will be provided on how to become properly qualified to conduct charity gaming, including a review of the rules and the proper way to conduct the gaming. Do you know what the 3 elements of gambling are? You will !!!

*Larry Delaney, Deputy Director, Charity Gaming Division, Indiana Gaming Commission*

***Keep Your Event in the Black: Revenue Producing Ideas***

Can you rely on the sponsor model to cover your event costs? Do you have a strong mix of revenue sources to help fund your event? We will discuss revenue sources outside the standard sponsorship model. Festivals will share different ideas and successes bringing in revenue. We will also discuss pricing and fees to charge for entertainment, food & beverage, admission, participant fees & exhibitors.

*Moderated by Kirk Works, Executive Director of the Swiss Wine Festival*

***Customer Service: Is WOW in the Idea or the Execution?***

You hear a lot about providing a "great experience" and "WOW factor" for attendees and stakeholders at events. We think about the WOW being that great idea. Can executing many successful interactions with people equal a WOW? What does the event experience mean? Is your event exceeding expectations on all levels of interaction?

*Round table moderated by Jack Hammer, Three Rivers Festival*

***Making Communication Productive (AFFL)***

We speak and write at work to transmit ideas - and get things done. This program offers practical advice for transforming the way we speak, write and listen.

*Robby Slaugther, Workflow and Productivity Expert, AccelaWork*



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***Livestock Classes / Auction Software Review***

The Grand Champions Show and Auction software will import data from Purdue's Ed database, print buyer receipts, allow sale add-ons at any time, and networks multiple workstations into one auction database for easier data entry on auction day. The software allows for auction deductions and prints checks for all auction lots and barn bid animals. Our new feature this year is allowing users to sort classes.

*Roxy Roser, Owner, Grand Champion Software*

***Step Right Up! We Have Your Ticket into Today's Carnival***

Fair, amusement park, show, food, circus, big top, midway are all names synonymous with Carnivals. They can be the main feature of your event or a complimentary event. Festival and Fair organizers will take an in depth strategic look at the Carnival. What are the rewards & risks? What does the future look like and would carnivals be right for your event?

*Round Table Moderated by Larry Hardman, Judah Festival, Danny Huston, North American Midway Entertainment*

**9:00am**

***Top Ten Worst Fair/Festival Claims - Are You Knocking on Wood?***

Event organizers face potential claims from spectators, vendors, entertainers and event suppliers. Some events pose a high probability of loss such as fireworks, vehicle races, liquor sales, large amusement rides and animal shows. These risks should be transferred away from your event by contracts with vendors or sponsors who are insured or with insurance purchased specifically to protect you from these risks. This session will take a look at different claims associated with Festivals and Fairs. Does your commercial general liability policy have you covered?

*Ron Norton, Vice President, Leisure Division, K&K Insurance*

***How the Indiana Festival Guide can be a Resource to Promote Your Event***

The ISFA's Indiana Festival Guide promotes events across the state. In partnership with the Indiana Department of Tourism, 500,000 copies are distributed. The 2016 Bicentennial Edition is going to full color with new graphic ad-ons to help promote events. Find out how the Festival Guide can be used as a resource to promote your event. The 2016 Indiana Festival Guide will be available at the Convention and you will be briefed on plans for the 2017 edition.

*Doug Weisheit, Indiana State Festivals Association, Kim Stevens, Indiana State Festivals Association & Frankfort Hotdog Festival*



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***How to make the most of Earned Media to save Marketing dollars***

Learn the latest trends and best practices to leverage learned media to get free media and exposure for your event. Kevin Flynn, President of Caldwell Van Riper, a global marketing and PR agency, will provide insight on how you can utilize other channels and networks to gain awareness and exposure without spending money on advertising.

*Kevin Flynn, President, Caldwell Van Riper Agency (CVR), A Global Marketing and PR Agency*

***Productivity and Social Media***

The social web can be a place of business activity, not a waste of time. Using Twitter, Facebook, LinkedIn or blogging to promote your event? Learn how to enhance social media productivity through this presentation.

*Robbie Slaughter, Workflow and Productivity Expert, AccelaWork*

***Accommodating Americans with Disabilities at Your Event (AFFL)***

Learn how to take the necessary steps to make an event accessible for all participants. For people with disabilities, an event that is free of physical, communication, and attitudinal barriers means they can participate fully and enjoy all programs and activities. The ADA requires temporary events such as fairs, festivals, and concerts to be accessible to people with disabilities. This session will discuss the accessibility obligations of government and private entities, challenges to making temporary events accessible, and provide resources and guidance for ensuring an inclusive setting for people with disabilities.

*Christine Dalhberg, Interim Director, Governor's Council for People with Disabilities*

***Your Path to Providing a Safe Food Experience***

One of the biggest draws to Fair and Festival events are the many different types of foods and drinks available. Food can also produce a substantial amount of risk for your event if organized improperly. The laws for the health departments are the same for all the counties in Indiana as we all operate under the same code. The Marion County Health Department will discuss what is required from the organizer of the event as well as the food vendors and provide best practices on food safety.

*Kelli Whiting, Coordinator of Temporary Food Events, Marion County Health Department*

***Budgeting: Your Blueprint for Success***

Whether your event is designed to profit, break-even or be a direct expense, you need a budget to guide you through the event process. In this open exchange of ideas, organizers will share best practices in formulating a budget.

*Round table moderated by Larry Bemis, Newport Antique Auto Hill Climb*





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***Working with Event Suppliers and Vendors***

The core of a great event is a fundamentally sound operations plan. The ability to work with vendors to satisfy the needs of your guests will ultimately determine the level of success you achieve as an Event Manager. How do you find the right vendors and what kind of customer service should you expect? Event organizers will share vendor and supplier contacts and best practices.

*Round table moderated by Justin Hardin, Solution Action Sports*

***Becoming Qualified Using Charity Gaming to Grow Your Event (encore)***

There are currently over 3200 charity organizations qualified to conduct gaming. An overview will be provided on how to become properly qualified to conduct charity gaming, including a review of the rules and proper way to conduct the gaming. Do you know what the 3 elements of gambling are? You will !!!

*Larry Delaney, Deputy Director, Charity Gaming Division, Indiana Gaming Commission*

## 10:30am - KEYNOTE ADDRESS

### *On Top of the World*

What makes you feel like you are on top of the world? Is it helping a friend? Running a race? Climbing to the tallest mountain? Having a successful Event? Any way you slice it, being “on top of the world” is all about attitude! Quick ideas, tips, and actions to help you keep your chin up.



*Jen Puente, Sponsorship Manager,  
Wisconsin State Fair*



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**Saturday, January 9, 2016**

**2:30pm**

***Running an Effective Pageant/Queen Contest***

Organizers will discuss the issues facing queen/pageant contests today and share best practices for running an effective program. This is a great way to meet your peers from around the state, ask questions and exchange ideas. Your event may need assistance in a particular area or you may have something to share that your event does particularly well.

*Round table moderated by Bobbi Bates, Entertainment & Events Manager, Indiana State Fair Commission  
Chris Benson, Wabash Herb Festival and ISFA Pageant Director*

***How Your Event Can Become Part of Indiana's Bicentennial Celebration***

Indiana's Bicentennial Year has begun, and activities are underway in every county in the State. Learn how your festival or fair can be part of this singular time in our history, and how legacies can be built during 2016. Your event can be endorsed as an official Bicentennial Legacy Project, and be an opportunity for attendees to celebrate history and ignite the future.

*Perry Hammock, Executive Director, Indiana Bicentennial Commission*

***Live Stock: Experience 4-H 365***

As we grow our 4-H'ers, this session will focus on learning more about designing educational opportunities for 4-H livestock members that are age-appropriate, hands-on and fun. Additionally, we will focus on a year round approach to incorporating the three 4-H mission areas (Science, Citizenship and Healthy Living) into your 4-H livestock club meetings and workshops.

*Aaron Fisher, 4-H Youth Development Specialist, Purdue University with Erika Bonnett, Tony Carrell, Ryan Wynkoop and Steve McKinley*

***Event Risk Management: Preparing, Planning, Risk/Threats & Operations***

Risk management is an essential aspect of planning any event. You need to identify all the potential risks that may arise from holding an event and the steps you will take to reduce or mitigate identified risks. Some of these risks are out of the event organizer's control. This session will discuss the steps in preparing prior to the event and how to execute your plan on event day.

*Gary Coons, Director of Homeland Security (Indiana)*



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**Saturday, January 9, 2016**

**2:30pm**

***On-Site Sponsorship Management (AFFL)***

Do you have a problem keeping sponsors? Do you have loyal sponsors but wish you could provide more value? It is event day and you have a lot of duties and keeping sponsors happy is one of them. The work doesn't stop as we all know once the sponsor is signed. Your sponsors experience is very important. This session will explore best practices for taking care of sponsors on-site.

Debbie Dreiband, Director of Sponsorships, Live Nation &  
Lindsey Hohl, Sponsorship Coordinator, Live Nation

***Power of the Inbox***

Email isn't as glamorous or exciting as many of the social media platforms, but for associations looking to build a loyal community and fan base for events, a integrated email and social campaign is vital. In this session you will learn how to create campaigns which get opened, read and shared and most importantly, drive results.

*Lorraine Ball, Owner, Roundpeg Marketing*

***Accommodating Americans with Disabilities at Your Event (encore) AFFL***

Learn how to take the necessary steps to make an event accessible for all participants. For people with disabilities, an event that is free of physical, communication, and attitudinal barriers means they can participate fully and enjoy all programs and activities. The ADA requires temporary events such as fairs, festivals, and concerts to be accessible to people with disabilities. This session will discuss the accessibility obligations of government and private entities, challenges to making temporary events accessible, and provide resources and guidance for ensuring an inclusive setting for people with disabilities.

*Christine Dalhberg, Interim Director, Governor's Council for People with Disabilities*

**4:00pm**

***Creating a Mobile App for Your Event and How it Fits with Social Media***

As smart phone technology continues to become more prevalent, mobile apps are becoming increasingly popular. Mobile apps are becoming fundamental to the planning, delivery and effectiveness of a successful event. Most importantly, it is a new marketing tool to engage and communicate with event stakeholders.

*Round table moderated by Tom Lump, Lake County Fair & Kara Moon, Porter County Fair*



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***The Video Advantage***

Video is a powerful medium to reach your audience to promote your event. Video is the most residual and measurable form of promotion you can do. Doug Reece will offer tips to help in the production and promotion of video to promote your event.

*Doug Reece, President of Doug Reece Media & Marketing*

***From Bird Shows to Ear Tags: An Update from the Board of Animal Health (AFL)***

From avian influenza to novel swine diseases to new traceability requirements, many animal health issues have touched producers and exhibitors alike. Indiana State Veterinarian Dr. Bret Marsh will provide an update on recent events, issues and regulations that animal exhibition organizers should understand.

*Dr. Bret Marsh, Indiana State Veterinarian*

***Ways to Develop and Finance Entertainment for Your Event***

Finding the right entertainment at the right price can be a constant challenge for the event manager. Entertainment can bring in the spectators so it is apart of most pre-planning discussions. A lot of decisions end up being a matter of your budget. This open discussion will be an exchange of ideas and case studies on entertainment.

*Round table moderated by the David Bagnall & Lori Neumeier, Porter County Fair*

***How the Indiana Festival Guide can be a Resource to Promote Your Event***

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*Doug Weisheit, Indiana State Festivals Association Administrator & Kim Stevens, ISFA President, Frankfort Hotdog Festival*

***Livestock Classes / Auction Software Review***

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*Roxy Roser, Owner, Grand Champion Software*





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**Sunday, January 10, 2016**

**8:00am - 9:30am**

***Sound Off: Share Your Event Experiences, Ideas and Issues***

We will cover a lot of information during the weekend and we don't want you to leave with any questions unanswered. Still haven't found what you came to solve or need some clarification on what you learned over the weekend? This open forum will review the weekend, give attendees a chance to share ideas, experience, ask questions not posed during the sessions and give insights on what types of topics are needed for discussion for future events.

*Round table moderated by Mike Cuskaden, Decatur County Fair & Jerry Hammon, Allen County Fair*

***Volunteers and Staffing - Building A Winning Event Team (AFFL)***

There are many stakeholders that make up your event team. You work with city agencies, sponsors, vendors, community volunteers and your own staff or board of directors. What makes your event team click? Are you having fun? This group discussion will cover the good and the bad when it comes to leading such a diverse group of people. We will also share tips on recruiting, rewarding and retaining volunteers.

*Round table moderated by Bryan Apolskis, Sequence Sports and Events, Jennifer Livesay, 500 Festival Volunteer Coordinator*