



# THE FLORIDA FESTIVAL AND EVENTS ASSOCIATION FFEA WILL ROCK YOU

Florida Festivals and Events  
Association's 12th Annual  
Convention and Trade Show

**AUGUST  
2-4, 2006**

Hyatt Regency  
Coconut Point  
Resort & Spa  
Bonita Springs

# WHO SHOULD ATTEND THE FFAA CONVENTION AND TRADE SHOW?

## **EVERYONE IN THE FESTIVAL AND EVENT INDUSTRY, INCLUDING...**

Arts Councils, Organizations, Centers, and Shows  
Attractions  
Campgrounds and Parks  
Chamber of Commerces  
Consultants  
Convention and Visitor Bureaus  
Downtown Development Authorities  
Event Planner/Producer  
Event Volunteer  
Fairs  
Festivals (Food, Film, Jazz, Art, etc.)  
First Nights  
Historical Societies  
Housing Developments  
Junior Leagues  
Media  
Not-for-profit Service Organizations  
Recreation and Parks Departments  
Redevelopment Agencies  
Sporting Events and Associations  
State Parks  
Tourist Development Councils  
Vendors and Suppliers of Event Industry

## **FFEA'S GOAL IS TO EXCEED YOUR CONVENTION AND TRADE SHOW EXPECTATIONS!**

100% of the 2005 attendees surveyed were very satisfied or satisfied with the overall performance of last year's Convention and Trade Show.

99% of the 2005 attendees surveyed were very satisfied or satisfied with the educational sessions at last year's Convention and Trade Show.

# FFEA WILL ROCK YOU!

Whether you sing in the shower, or are a member of a band, you should plan on attending the Florida Festivals and Events Association's 12th Annual Convention and Trade Show, August 2nd - 4th at the Hyatt Regency Coconut Point Resort & Spa in Bonita Springs. It's an arrangement of sorts – carefully orchestrated for the festival producer and vendor in mind.

It has five beats you can't miss:

1. Three half-day affinity group sessions
2. Musical Opening Keynote
3. 32 Educational Hits
4. Top 40 Industry Trade Show
5. Plenty of Networking

Don't miss a beat...sign up today! Hurry, at only \$350 for members, the tickets are going fast. Includes Opening Reception, Awards Luncheon, Thursday Night Social, Trade Show Lunch, Coffee Breaks, and Late Night Hospitality Hours.

## DAILY HIGH NOTES:

### WEDNESDAY, AUGUST 2ND

This year's convention will begin on a high note with three half-day affinity group sessions, and crescendo to an electrifying Opening Keynote by Marvelous Mark that will have you rockin' to your own rhythm, followed by an Opening Reception featuring a Top 40 Industry Trade Show. The night will come to a decrescendo at Late Night Hospitality Hours.

### THURSDAY, AUGUST 3RD

Get up early to get a front row seat at the first educational session of your choice. You'll have another one to attend in the morning before you'll get a chance to sit down and rest at the Red Baron Annual Awards Luncheon, and repeat the same hectic schedule in the afternoon. Then, you can pitch the notes and participate in the fun at the evening's social. There will be plenty of members singing the lyrics to the rock 'n roll classics. After all that, wind down at the Late Night Hospitality Hours.

### FRIDAY, AUGUST 4TH

We know it's been a long song, but it's playing again on Friday...eight nonstop educational hits in the morning, followed by a Top 40 Industry Trade Show and Lunch, and then eight more afternoon sessions. It all comes to a beautiful ending that night with an optional social and the last of the last Late Night Hospitality Hours. Then, the lights go out until next year.

## EDUCATIONAL TOPICS:

### PRE-CONVENTION INTEREST GROUPS

- Art Affinity
- Municipalities
- Power Behind The Podium

### SPONSORSHIPS

- Pricing: Calculating the Worth of Your Sponsorships
- Preparing the Perfect Proposal – Getting Them to Say I Do
- Ready, Set, Negotiate!
- The Ten Principals of Successful Sponsorship Sales
- In-Kind and Your Bottom Line
- Developing Strategic Activation Strategies for Sponsors
- Renewing Your Sponsorships – The Secret to YOUR Success is in YOUR Recap

### MARKETING AND PUBLIC RELATIONS

- I Wish I Had Said That!  
How to Communicate Under Pressure
- Attendee Surveys-If You Really Want to Know What They Want, You Really Need to Know How to Ask
- The Ten Golden Rules of Internet Marketing:  
Event Marketing Edition
- How to Tell Your Story in 30 Seconds or Less:  
7 Steps to a Perfect Elevator Speech
- Creating Successful Collateral Materials

### ADMINISTRATION/OPERATIONS

- Strategic Planning
- Using Contractors for Staff Functions
- Getting the Best Insurance Coverage for Your Event
- 3...2...1...You're ON!  
What You Need to Know for Event Day
- Event Security

### PROGRAMMING

- I Think I Shall Never See an Artist  
as Talented as...Me?
- How to Keep Everyone Loving a Parade
- Where Children Go, Parents Follow

### VOLUNTEERS

- Managing Your Greatest Resource – Volunteers
- Delicate Task of Caring for Volunteers

### PERSONAL GROWTH

- Finding Your Inner MacGyver
- Time Tactics to Make You More Successful
- Slow Down You Move Too Fast
- Building the Referral Machine

*Subject to change. Check [www.ffea.com](http://www.ffea.com) often for updates.*

# CONVENTION AND TRADE SHOW PROGRAM

## WEDNESDAY, AUGUST 2ND

10:00 AM - 6:30 PM  
REGISTRATION

12:00 NOON - 4:00 PM

If you plan on attending one of these three pre-convention networking and educational experiences, please check off the appropriate box(es) on the Delegate Registration Form. There is no additional cost to attend pre-convention and educational experiences. However, if you would like to join us for a networking lunch from 12 Noon to 12:30 pm, the cost of lunch is \$15.

### ART FESTIVALS INTEREST GROUP NETWORKING AND EDUCATIONAL EXPERIENCE

If you produce an art festival or have one as a component of your festival, this is a great opportunity to network with others, find out what is "hot in the art festival world," share your successes, and find solutions to your challenges.

*Chair: Sharon McAllister • Festival Director, ArtFest Fort Myers • Fort Myers, FL*  
*Guest Participants: Terry Adams • Executive Director, Cherry Creek Arts Festival • Denver, CO*  
*Rick Bryant • Executive Director, Central Pennsylvania Festival of the Arts • State College, PA*

Our guest speakers are Executive Directors of two of the finest art festivals in the country and are sure to inspire you with their diverse knowledge. Topics of discussion will include attracting a strong art buying crowd, keeping artists fresh and exciting for your attendees, festival merchandise (how to maximize sales for t-shirts, posters, etc.) and artist awards (including cash or purchase awards and award ceremonies).

Sharing of ideas, pictures, artists' applications, and brochures is encouraged. Please bring samples for everyone to take home.

### MUNICIPALITIES INTEREST GROUP NETWORKING AND EDUCATIONAL EXPERIENCE

If you work for a municipality, county government, or state department, this is an opportunity to network with peers, share successes, and find out what others are doing.

*Chair: Joe Cooper • Special Events Coordinator, City of Safety Harbor • Safety Harbor, FL*  
*Guest Speaker: Debbie Dunbar • President, Dunbar Signature Events • Nashville, TN*



For more than 17 years, Debbie Dunbar was the Festivals and Events Coordinator for the City of Fort Lauderdale's Parks and Recreation Department where she created the Sound Advice Blues Festival, Cajun/Zydeco Crawfish Festival, the Dragon Boats and Buskers Festival, and "Downtown Live". Ms. Dunbar managed a one million dollar budget, a staff of eight, 60 volunteer committee members, and over 600 volunteers.

Ms. Dunbar will present *Navigating the Road to Success, GPS = Government; Partnerships; Sponsorships*. We all know that creating and producing events inside municipalities can be extremely challenging when faced with working within the boundaries of red tape and government policies. This session will focus on forming and cultivating partnerships and relationships with corporations, service organizations, local businesses, tourism associations, other event organizers, and your officials. There are many types and levels of sponsorship opportunities, quite a few offering in-kind services which can lower your financial bottom line while increasing revenues, gaining exposure, and providing customer service. Getting through the red tape of government can be frustrating and limit your abilities to increase your event and expand your aspiration of producing a quality event with a limited budget. Learn some creative techniques and tools that can help you achieve your goal and set a higher standard for your event while following governmental procedures and rules.

Other items of discussion will include knowing your residents' needs, working with committees and non-profit organizations, and unique ways to market city produced events. Sharing of ideas, pictures, applications, and brochures is encouraged.

## POWER BEHIND THE PODIUM A HALF-DAY EDUCATIONAL SESSION

David Voss • President, Voss and Associates • Sarasota, FL



David R. Voss has been training spokespersons and communicating with the public for the past 25 years as Director of Communications for three large state agencies, as Director of Marketing for Apple Computer, and as a private consultant and trainer for state agencies, school districts, and Fortune 500 companies. He served as Press Secretary for former Governor and U.S. Senator Bob Graham and Education Commissioner Betty Castor. Prior to that, he spent 10 years as a reporter, editor, and broadcaster.

Whether you want to become a better speaker or train your boss and colleagues, this half-day session will give you the right tools for the job. Techniques are demonstrated, not just listed, during this high-energy session that gets to the root of powerful speeches. Years in the making, the Voss & Associates Speaker Measurement Tool provides you with a checklist for writing and delivering powerful speeches and an objective device for evaluating and helping others. Overcome the "world's greatest fear" by attending this entertaining session.

## 5:00 PM - 6:30 PM

### FFEA WILL ROCK YOU!

Keynote Presenter: Mark Kamp • Motivational Speaker, Marvelless Mark • Tampa, FL



Musical Motivator. This is just one of many names that describe the versatile international renowned entertainer Marvelless Mark. But these mere words do not adequately describe the talents of this amazing performer and motivator! His enthusiasm is contagious, his creativity is refreshing, and his energy level is second to none! Marvelless Mark established Millennia Productions Inc, aka, Marvelless Mark's Motivation and Music in 1992. With a background in sales and marketing along with radio sales and promotions, Mark is a graduate from Anthony Robbins Mastery University. He has been recognized for his outstanding work – Event Solutions 2005 Finalist for Entertainer of the Year, Event Solutions 2005 Spotlight Award Winner for Samaritan Service, 2004 ISES Esprit Award Winner for Best Team Effort, and 2001 Finalist Event Solutions Entertainer of the Year, just to name a few.

Rock out at this year's Keynote Opening Session. Marvelless Mark is going to raise the roof with a dazzling keynote session that will inspire and entertain you. This interactive presentation of entertainment, education, and motivation will take you through a journey behind the scenes and marketing philosophies of music legends. You will discover how to incorporate those same philosophies into planning events and festivals! This Opening Keynote is guaranteed to turn you into a star and your customers into fans! We know, it's only Rock 'n Roll...and you'll like it!

**"Great opportunity  
to network at Affinity  
Group meetings."**

Jeanne Seehaver, ArtFest Fort Myers

## 6:30 PM - 8:30 PM

### OPENING RECEPTION

This is your first opportunity to view FFEA's Top 40 Industry Trade Show Booths featuring the suppliers of our industry, such as banners, entertainment, insurance, radio communications, fireworks, amusement rides, tee-shirts, sponsorship recap software, news clip service, tickets, laser images, promotional items, credit card systems, marketing, and consulting services. You never know what you might have the opportunity to see and win! Stations/ Cash Bar.

Sponsored by K & K Insurance Group, Inc.

**K&K  
INSURANCE**

Group of Florida, Inc.

## 10:00 PM - 12 MIDNIGHT

### LATE NIGHT HOSPITALITY HOURS

Back by popular demand...attendees are welcome to burn the midnight oil in FFEA's Late Night Hospitality Hours. There will be no other place to get that one-on-one networking done, especially over a cold beverage and midnight snacks.

Sponsored by



Anheuser-Busch  
Leesburg Bikefest

## THURSDAY, AUGUST 3RD

## 8:00 AM - 5:00 PM

### REGISTRATION

## 8:30 AM - 9:45 AM

### I WISH I HAD SAID THAT! HOW TO COMMUNICATE UNDER PRESSURE

Allison Blankenship • President, Life's Simple Solutions • Birmingham, AL



Allison Adams Blankenship spent 15 years in retail/hospitality special events and marketing orchestrating appearances by Cher and Elizabeth Taylor; organizing a 2,000-volunteer member Christmas Parade, and stuffing 10,000 gift bags for the National Democratic Convention. 10 years ago, Ms. Blankenship began a motivation management and consulting business, Life's Simple Solutions, Inc.

Do you ever leave a situation at a loss for what to say? Explore how to create conversations that get the results you want when you want them. You'll be polished and persuasive no matter the circumstances. Learn how to use a 4-step conversation model to handle awkward or difficult situations; incorporate three neutral words that give you respect and results; use a 3-part conversation formula guaranteed to create credibility; think and speak on your feet; get your message heard, not just said; handle unpleasant people and situations with confidence; and lessen misunderstandings by using the most effective method to relay information.

**FINDING YOUR INNER MACGYVER**

*Nyda Bittmann-Neville • Vice President, Think Beyond, Inc. • Orlando, FL*



Before establishing the partnership of Think Beyond, Inc. Nyda Bittmann-Neville founded TNB Consulting Group, Inc. and spent more than 25 years in the financial industry holding numerous senior level positions including marketing, public and community relations, training, sales, and telebanking. Ms. Bittmann-Neville is author of *Becoming the Professional Woman* and is a Certified Corporate Development Trainer.

Do you remember the TV show “MacGyver?” The hero, Angus MacGyver used ingenuity and creativity to solve almost any problem. He used a paper clip to short-circuit a nuclear missile, chocolate to stop an acid leak, and a cold capsule to ignite a makeshift bomb. Everyday, mundane objects like gum wrappers and pieces of wire were used to right wrongs. Even though we aren’t former Special Forces agents thwarting international undesirables, all of us have some kind of creative potential. Learn how to fully tap into your well of creative potential and how to use creativity to improve your personal and work life. You will assess your personal creativity, understand the 3 components of creativity, learn 10½ strategies for creative thinking and open “closed doors”, create your own “magic toolbox”, learn how to “empty” your mind, go on an “excursion”, practice “brain writing”, and “think in reverse”, and discover new approaches and creative solutions to difficult problems.

**STRATEGIC PLANNING**

*David Voss • President, Voss and Associates • Sarasota, FL*



David R. Voss has been training spokespersons and communicating with the public for the past 25 years: as Director of Communications for three large state agencies, as Director of Marketing for Apple Computer, and as a private consultant and trainer for state agencies, school districts, and Fortune 500 companies. He served as Press Secretary for former Governor and U.S. Senator Bob Graham and Education Commissioner Betty Castor. Prior to that, he spent 10 years as a reporter, editor, and broadcaster.

It’s not as complicated as it sounds. But it’s extremely important. It gives you direction, benchmarks, strategies, and timelines. Mostly, it gets the whole team flying in formation. You get more done on the most important things. Learn the simple steps to producing a dynamic Strategic Plan.

**“I have been to many, many conventions in my professional life. This was by far one of the best organized, most stimulating of any that I have ever attended.”**

*Judy Weiner, ArtFest Fort Myers*

**10:00 AM - 11:15 AM**

**PRICING: CALCULATING THE WORTH OF YOUR SPONSORSHIPS**

*Emily Rogers • Sr. Vice President, IEG Consulting, Inc. • Lakeland, FL*



Emily Rogers provides sponsorship sellers with strategies and tools to dramatically increase their sponsorship revenue through customized packaging models, objective pricing recommendations, and actionable sales tactics. In addition, Ms. Rogers counsels sponsors on transforming sponsorship from an unmeasured expense to a measurable investment that delivers substantial return and a sustainable competitive advantage.

IEG, which created the world’s only sponsor-endorsed protocol to determine the fair market value of any sponsorship, has valued some 1,000 local and global opportunities. Learn to calculate the value of your tangible benefits including sponsor ID in your media, sampling, signage, and ID in your communication vehicles. Understand how intangible assets like category exclusivity and degree of sponsor clutter impact the value of your package. This session will include IEG Valuation Methodology Worksheets.

**ATTENDEE SURVEYS-IF YOU REALLY WANT TO KNOW WHAT THEY WANT, YOU REALLY NEED TO KNOW HOW TO ASK**

*John Burnham • President, Real Measures, Inc. • Arlington, VA*

John Burnham’s survey research experience includes all facets of survey project design and implementation, including survey instrument design, participation maximization, in-depth data analysis to identify trends and issues, report design, presentation of results to staff, boards of directors, the press and conferences, and preparation of marketing, government relations, and public relations materials. He has helped design and implement more than seventy different surveys for more than forty different organizations.

One of the keys to the success of any event is meeting the needs of its customers, those who attend and exhibit at the event. Do you know what your attendees and exhibitors need? Do you know what they need from your event? Do you know how well you are helping them meet their needs? Asking them is the surest way to find out. This seminar will help you understand how to design, execute, analyze, and use effective attendee and exhibitor surveys.

**USING CONTRACTORS FOR STAFF FUNCTIONS**

*Terry Adams • Executive Director, Cherry Creek Arts Festival • Denver, CO*



Terry Adams joined the Cherry Creek Arts Festival in 2001. Prior to that, he spent 15 years at *Up With People*, six years traveling with the international performing groups and working in all aspects of Cast management. Mr. Adams then moved into the corporate headquarters where he became Director of Special Events and managed several national and international events.

Too much to do and too little staff? Hiring contractors brings needed expertise and manpower without increasing your payroll. Use of contractors has allowed the Cherry Creek Arts

Festival to increase revenues and more effectively utilize year-round staff. This session covers the pros and cons of contractors, where to find them, what to look for and how to make sure they have your best interests at heart.

**11:15 AM - 12 NOON**

**TRADE SHOW TOUR**

*Featuring FFEA's Top 40 Industry Trade Show.*

Okay. You met the vendors at the Opening Reception. Now it is time to get serious and think about what services you'll need in the coming year. It's time to talk business.

**12:00 PM - 1:45 PM**



**MEDIA AWARDS AND LUNCHEON**

We're shining the spotlight on the top performers in Florida's festivals and events industry.

Through the presentation of the 2006 FFEA SUNsational Award, one lucky star that best exemplifies commitment, dedication, and talent to the event community will be honored. In addition, 30 media awards will be announced in the areas of printed materials, photographs, partnership programs, press kits, promotional items, broadcasts, Web sites and new this year, overall promotional campaigns.

**2:00 PM - 3:15 PM**

**PREPARING THE PERFECT PROPOSAL: GETTING THEM TO SAY I DO**

*Lisa Dinndorf • VP of Marketing & Membership, Minneapolis Downtown Council • Minneapolis, MN*

Ms. Dinndorf, side by side with a team of two, a \$2 million budget, and 6,000 volunteers, produces 150 events annually, including the Aquatennial and the TCF Holidazzle. Besides directing events and bringing 3 million people to downtown Minneapolis each year, Ms. Dinndorf manages the member services, which includes 400 of the major employers in the city.

Sponsorship solicitation is ALL about relationships and the progression of those relationships. You date, you propose, and then you marry (well not literally) with sponsors. Just like in dating, before presenting the perfect proposal, you have to ask yourself: Why would XYZ be a good partner? or How can we make it work? Learn what should be included in a perfect sponsorship proposal and creative ways to present the proposal. This session will also include ways to expand the proposal once the partner is involved. Examples of proposals from both small and large scaled events will be viewed.

**“Educational sessions were fantastic. They were diverse and planned out well.”**

*Leslie Taylor, Cocoa Beach Area Chamber of Commerce*

**MANAGING YOUR GREATEST RESOURCE – VOLUNTEERS**

*Pam Wittman • Manager, Volunteer Programs, NACUBO Community and Member Services • Washington, DC*



Pam Wittmann brings more than a decade of experience in volunteer recruitment, retention, and reward strategies to her current position at NACUBO. Her event planning background includes coordination of alumni events, fundraising events and committee development with the American Cancer Society, and board development and volunteer leadership succession planning at the Juvenile Diabetes Research Foundation.

Where do I find the volunteers I need? How do I motivate them once I have them? What can I do to keep the right ones and release the wrong ones? Any of these questions sound familiar? Come join this interactive discussion that will help you better understand the species known as “volunteer” - from the care and feeding to the proper grooming of this “champion” for your cause.

**TIME TACTICS TO MAKE YOU MORE SUCCESSFUL**

*Ruby Newell-Legner, CSP • Speaker, Trainer, Author, Ruby Speaks, Inc. • Littleton, CO*



Ruby Newell-Legner founded RubySpeaks, Inc. with a singular mission: To provide the hands-on training employees need to create a more productive work environment where everyone can excel on the job. Over the last decade, she has presented more than 1,400 programs in nine countries and has shown tens of thousands of participants how to quickly improve workplace performance.

Are you struggling to find balance in your life? Do you come into work early, stay late, or have to work weekends to get your work done? Do you spend so much time in meetings or putting out fires that you don't have enough time to plan your future? Do you wish you had more time for your personal life? If you answered “Yes” to any of these questions and want to become more efficient, effective, and productive, the steps you need to take are covered in this program. Use this common sense approach to find more time in your day, to be more productive and to get your life back in balance! What you will learn in this program: discover how to destroy (or at least minimize) the top ten time eaters; setting priorities using the “A-B-C” list; the Four D's of paperwork; Pareto's Law – the most fundamental law in time management; guidelines for effective daily planning; and using technology to save time.

**3:30 PM - 4:45 PM**

**READY, SET, NEGOTIATE!**

*Mark Toombs • President, Think Beyond, Inc. • Orlando, FL*



Mark Toombs' areas of focus in training range from Customer Service, Leadership, and Communication to Selling Skills, Goal Setting and Project Management. Mark is a speaker and has a BS in Marketing and Advertising from Indiana University and is a Certified Achieve Global, Certified DDI and Ziglar Educational Systems facilitator.

Every day we are faced with making decisions that require negotiating with others to reach a goal or objective. Do you have what it takes? Whether it is an exchange of ideas, material items, or services being discussed, effective negotiation skills and techniques are required. This workshop will cover what is negotiation and why is it necessary, opportunities to negotiate; negotiation and conflict, compromise: The Give/Get Principle, characteristics of skilled negotiators, common negotiating strategies, critical negotiating mistakes, and getting to win/win. This is an offer you can't refuse. How could you say no?

**HOW TO TELL YOUR STORY IN 30 SECONDS OR LESS: 7 STEPS TO A PERFECT ELEVATOR SPEECH**

*Ira Koretsky • Chief Storyteller, Koretsky Communications Group • Bethesda, MD*



Ira Koretsky is a leading authority on business storytelling. As the Chief Storyteller, Ira created a collaborative and proven Power Story Program designed to accelerate relationship building with your prospects, clients, members, partners, and staff. He helps his clients create compelling elevator speeches, effective approaches to networking, and presentations that close deals.

If you were in a room full of 100 decision makers, could you deliver an inspiring and compelling 30-second story? Are you telling the right story? Is it generating the results you want? At business functions, most conversations begin with "Hello, my name is \_\_\_\_\_. What do you do?" The answer is the typical, boring blah-blah-blah talk. As humans, we crave connection. The best way to connect is to tell a story. Great stories stir our emotions. They transform facts into ideas and ideas into action. Follow a proven and results-driven approach to tell YOUR story in 30 seconds or less. Join us for a fun, practical, and hands-on session to develop your business storytelling skills. Topics include: 1) Get the business date; 2) Power of metaphors; 3) It's all about them; 4) Avoid the blah-blah-blah; and 5) Convert jargon to people-speak.

**I THINK I SHALL NEVER SEE AN ARTIST AS TALENTED AS.....ME?**

*Richard Bryant • Executive Director, Central Pennsylvania Festival of the Arts • State College, PA*



Richard Bryant became involved with the Central Pennsylvania Festival of the Arts in 1984 when he volunteered as a member of the Trash Crew. He joined the Festival staff in 1999, taking the helm in 2005. He is also the President of the Art Alliance of Central Pennsylvania, an independent art school founded in 1968.

Through the centuries, art has served as a means for men and women to express emotions like joy, anger, love, and sorrow. Today, Americans seem willing to express their emotions to a therapist and leave visual expression to others. Art, with a capital A, is the province of people who have bad haircuts, wear funny clothes, and live in marginal urban neighborhoods. However, given the chance, the public seizes the opportunity to embrace art with a small "a" at non-arts events such as nature fairs, recycling

events, garden club fundraisers, and even protest marches. Adding a simple arts element, such as an auction, an exhibition, or especially something participatory can add a new level of interest to almost any event.

**SLOW DOWN YOU MOVE TOO FAST**

*Jackelyn Ferguson, M.S. • InterAction Associates • North Ft. Myers, FL*



Jackie Ferguson spent 2-1/2 years in the Peace Corps, worked several years as a Program Director at the Ruth Cooper Mental Health Center in Ft. Myers, and then founded InterAction Associates, a management development and training company. For over 20 years, she has designed and presented programs on stress management, diversity, workplace harassment, customer service and communication skills.

As America continues to work more hours per year than any other developed nation, and as we continue to pack on the pounds from too much inactivity, more and more of us are showing signs of physical and emotional damage due to our high-pressured lifestyle. Do you ever wonder about the damage stress is doing to you? Symptoms from headaches to fatigue, cardiovascular disease to diabetes, road-rage to techno-stress are being experienced and acknowledged by more people every year. In this fun and participative program, you'll learn about your hardwired physical reaction to any and all stress; that these repeated physical reactions, over time, can lead to illness and disease; that chronic stress is the real danger and can make you sick and kill you prematurely; to assess your vulnerability to stress; and techniques to pull yourself back from your Stress Cliff, where stress begins to damage you physically, mentally, and emotionally.

**6:30 PM - 10:00 PM**

**THURSDAY NIGHT SOCIAL**

Your ticket permits you to enter the world of rock 'n roll and dance the night away. Come prepared to place your final bid on your favorite silent auction items, too. There will be plenty of music, dancing, and food. Cash Bar. Dinner provided.

*Sponsored by Zambelli Fireworks Internationale*



**10:00 PM - 12 MIDNIGHT**

**LATE NIGHT HOSPITALITY HOURS**

If you are tired and want to be by yourself, come anyway—there is PLENTY of room. In fact, there is a beautiful outdoor balcony where you can sit and enjoy the midnight moon over Estero Bay.

*Sponsored by*



*Leheuser-Busch Leesburg Bikefest*

**FRIDAY, AUGUST 4TH**

**8:00 AM - 1:30 PM**  
**REGISTRATION**

**9:00 AM - 10:15 AM**

**THE TEN PRINCIPALS OF  
SUCCESSFUL SPONSORSHIP SALES**

*Gail Lowney Alofsin • Director of Corporate Partnerships,  
Newport Harbor Corporation • Newport, RI*



Prior to her current position, Gail Alofsin served as the Director of Sales, Marketing, and Public Relations of the Newport Yachting Center, a division of the Newport Harbor Corporation, developing the waterfront event site from one to five national events. In her new position, she also procures and executes the partnership programs for the Newport International Boat Show, the Newport Spring Boat Show, and the Born Family Skating Center.

Based on Stephen Covey's innate wisdom concluding inter-dependence is a higher value than independence, this seminar applies ten principals to successful sponsorship sales covering vision, account management, success for both sponsor and property, and the importance of communication. This seminar will reinvent and revitalize your interest in your clients (sponsors) and event(s).

**HOW TO KEEP EVERYONE LOVING A PARADE**

*Lisa Dinndorf • VP of Marketing & Membership,  
Minneapolis Downtown Council • Minneapolis, MN*

Ms. Dinndorf, side by side with a team of two, a \$2 million budget, and 6,000 volunteers, produces 150 events annually, including the Aquatennial and the TCF Holidazzle. Besides directing events and bringing 3 million people to downtown Minneapolis each year, Ms. Dinndorf manages the member services, which includes 400 of the major employers in the city.

Year after year festivals produce their long standing tradition, a parade. Everyone loves them right? Well if you are doing them right they do. Come and hear ideas on how to solicit new units, bring new marketing ideas and new press coverage to your parade. We will detail how to find national units, how and what some units are paid, ideas for you to embrace and steal to make your parade more marketable to sponsors, the media and the guests. Expect the session to be interactive and fun. Bring your best idea, the session works best when the whole band plays.

**THE DELICATE TASK OF  
CARING FOR VOLUNTEERS**

*Debbie Dunbar • President,  
Dunbar Signature Events • Nashville, TN*



For more than 17 years, Debbie Dunbar was the Festivals and Events Coordinator for the City of Fort Lauderdale's Parks and Recreation Department where she created the Sound Advice Blues Festival, Cajun/ Zydeco Crawfish Festival, and the Dragon Boats and Buskers Festival, and "Downtown Live". Ms. Dunbar managed a one million dollar budget, a staff of eight, 60 volunteer committee members, and over 600 volunteers.

Volunteers are your number one supporters and key to helping you make your event successful. They are your extra set of hands and eyes, and you can't live without them! Learn how to make volunteers feel extra special, keep them coming back year after year and how to recognize them. And yes, you can fire your volunteers....learn how!

**GETTING THE BEST INSURANCE  
COVERAGE FOR YOUR EVENT**

*Joe Repass • CIC, President,  
K & K Insurance Group of Florida, Inc. • Orlando, FL*



For 25 years, Joe Repass has served in key underwriting, marketing, and administrative positions in K & K Insurance Group's home office in Ft. Wayne, Indiana. He was Vice President of the Motorsports Division, Vice President of Underwriting, and managed K & K Specialties, a K & K Office in Greensboro, North Carolina. He insures thousands of events ranging from small gatherings to international Formula One Grand Prix Race events.

Know what insurance companies expect of you and your event. Learn the keys to negotiating the best coverage at the best price. Know event insurance basics and hear the latest trends in the insurance industry that affects your event. Questions welcome!

**10:30 AM - 11:45 AM**

**IN-KIND AND YOUR BOTTOM LINE!**

*Katherine A. Phillips • Chief Operating Officer,  
Coconut Grove Arts Festival • Coconut Grove, FL*

As COO of one of America's top fine arts festivals, Katherine A. Phillips coordinates the overall fiscal and physical operations of the three day annual February event and its ancillary educational components. With a total year round staff of just four people, Phillips oversees all aspects of the event from sponsorship to production. Prior to the Coconut Grove Art Festival, she was based in Atlanta, Georgia where she served as a tri-state Account Executive of Pepsi Bottling Group for the Tracy Locke Partnership.

We are all looking for ways to accentuate our bottom.... Bottom line that is! Explore how a healthy mix of planning, researching and executing creative in-kind sponsorships can help cut your expenses and improve the look of your bottom line. Learn how to have a full course of equipment, exposure, events, etc. on a lean budget. This session will help you to identify opportunities to slim down your expenses through in-kind sponsorships while presenting your event in good taste.

**THE TEN GOLDEN RULES OF INTERNET  
MARKETING: EVENT MARKETING EDITION**

*Jay Berkowitz • CEO, Ten Golden Rules • Boca Raton, FL*



Jay Berkowitz has over twenty years of marketing experience. He has been behind the marketing efforts of Fortune 500 brands Coca-Cola, and McDonald's Restaurants, and has developed online and offline strategies for AT&T, Sprint, and leading health and fitness website eDiets.com. As Founder and CEO of www.tengoldenrules.com, a strategic consulting agency, he helps companies get more traffic to their Web sites, and convert that traffic to sales.

The Internet is on fire again. Online retail sales are predicted to rise to over \$150 billion this year. Search Engine Marketing is on everyone's lips and Google stock almost topped \$500! Examine the "New Internet Boom", what it means for business, why it is for real this time, and how to capitalize on it before your competitors. You will learn: How to improve your website so it shows up in Google searches; How to drive event traffic using internet marketing; What online business models are working, and not working today; How to build ongoing relationships with the customers who visit a website; and How to capitalize on the Ten Leading Trends in online marketing today.

**3...2...1...YOU'RE ON!  
WHAT YOU NEED TO KNOW FOR EVENT DAY**

*MP Gay • Director of Operations, Susan G. Komen Breast Cancer Foundation National Race for the Cure® • Arlington, VA*



MP Gay has been in the event business for over 8 years, organizing fundraisers, conferences, fashion shows, and outdoor sporting events. She began her event career at a well-known Washington, DC Lobbying/PR firm and then moved to an event planning company and worked on projects such as the Komen National Race for the Cure®, YWCA Girls Sports Expo, JDRF Walk, Fannie Mae Walk for the Homeless, and the Lance Armstrong Tour of Hope.

Event day is looming and you're wondering if you've done everything you need to do to make your event a success. Have you completed your staffing plan? Have you secured staff/key volunteers? Is your timeline updated? Have you pre-paid all of the vendors that you need to? Have you contacted the media about your event? Come to this session and learn how to make your event run as smoothly and as stress-free as possible!

**BUILDING THE REFERRAL MACHINE**

*Kim Jones • Consultant, Proactive Training and Consulting • West Palm Beach, FL*



Prior to becoming a consultant with ProActive Training and Consulting, Kim Jones held a number of senior sales and marketing positions with leading consumer goods companies including Hillshire Farms & Kahn's, Burger King Corporation, and FPL. She has been heavily involved in the entrepreneurial and small business arenas having been CEO for Luke Records in Miami as well as President of MsAdventure, Inc., an adventure travel company.

Ever face any of the following networking challenges... attending a lot of events but not getting any business from them, getting trapped by that one person who won't stop talking, having a hard time explaining your business or profession, or feeling uncomfortable about asking for or giving referrals? During this session you'll learn how to start networking like a professional and make more effective use of your time. You'll learn how to tell if someone you've met at a networking event is a good strategic alliance and how to build that relationship. You'll learn how to ask for and give referrals so that you never have to cold call again. You'll learn the foundation of a process that will keep you in control of your networking efforts at all times.

**11:45 AM - 12:30 PM**

**TRADE SHOW TOUR**

This is your last opportunity to strike a deal (you met them, you talked with them, you partied with them, now consider them your friends) with one of FFEA's Top 40 Industry Trade Show vendors. Come prepared with credit card or check in hand.

**12:30 PM - 1:30 PM**

**TRADE SHOW LUNCH**

Grab a table and lunch with your friends, (attendees and vendors alike). You never know, you might be asked to create a verse about your favorite vendor.

*Sponsored by the Florida State Fair*



**1:45 PM - 3:00 PM**

**DEVELOPING STRATEGIC ACTIVATION STRATEGIES FOR SPONSORS**

*Emily Rogers • Sr. Vice President, IEG Consulting, Inc. • Lakeland, FL*



Emily Rogers provides sponsorship sellers with strategies and tools to dramatically increase their sponsorship revenue through customized packaging models, objective pricing recommendations, and actionable sales tactics. In addition, Ms. Rogers counsels sponsors on transforming sponsorship from an unmeasured expense to a measurable investment that delivers substantial return and a sustainable competitive advantage.

Nothing influences the outcome of sponsorship more than activation. Sponsoring without activating is like buying an electronic device but not the batteries. Yet even when sponsorship is activated, all too often the batteries are the wrong size. Learn which of your assets sponsors need to leverage their tie across their marketing and distribution channels and how to create activation strategies that help sponsors create deeper connections with your audience.

**CREATING SUCCESSFUL COLLATERAL MATERIALS**

*Terry Adams • Executive Director, Cherry Creek Arts Festival • Denver, CO*



Terry Adams joined the Cherry Creek Arts Festival in 2001. Prior to that, he spent 15 years at *Up With People*, six years traveling with the international performing groups and working in all aspects of Cast management. Mr. Adams then moved into the corporate headquarters where he became Director of Special Events and managed several national and international events.

This session will take an extensive look into the value of quality collateral materials and the marketing of a festival. Effective planning throughout the creative process of an event's campaign can make or break the impact it has on the success of the event. Walk through the steps of an effective strategy that meets your organization's needs. See examples of what has worked and what has not worked in the industry.

**EVENT SECURITY**

*Chief Linda Stump • Director,  
University of Florida Police Department • Gainesville, FL*



The University of Florida Police Department is charged with planning and operational management of special events on campus. The largest special events the department commands are the UF home football games where they are responsible for the monitoring of more than 87,000 people. While there is a tremendous amount of planning, staffing, and coordination that takes place during these games, each aspect has been carefully detailed and rehearsed in the event a problem should arise.

Learn from the Gators! The University of Florida Police Department will educate you on how to develop a written safety and security plan for your event(s), which includes the number of staff needed, the responsibilities of those involved, crowd and traffic control, logistical challenges, safety concerns, and anticipated criminal activities that are associated with particular events. They will also include how to coordinate the services of other law enforcement and support agencies and how to prepare an after-action-report.

**3:15 PM - 4:30 PM**

**RENEWING YOUR SPONSORSHIPS-THE SECRET TO YOUR SUCCESS IS IN YOUR RECAP**

*George Hutchinson • Partnership Sales Coordinator  
and Rebecca Knapp • Sr. Partnership Coordinator,  
Newport Harbor Corporation • Newport, RI*

*Tom Stipes • President, eBranded Solutions, Inc.  
• Atlanta, GA*



George Hutchinson joined the Newport Harbor Corporation team in 2005 after working for Pratt & Whitney. He has used SponsorshipPro+ for impressive recap reports for clients such as Fiji Water, Mercedes-Benz, Sovereign Bank, and Snapple Beverage Group. Mr. Hutchinson recently starred in the Sovereign Bank Family Skating Center commercial on ABC6!



Rebecca Knapp has been with the Newport Harbor Corporation for three years. She leads all Boat Show sponsorships. Her clients include General Motors, Mount Gay Rum, Corum, Savings Bank Living Insurance, Dunkin' Donuts, and Eastern Mountain Sports.



Tom Stipes has nearly 20 years experience as a sports marketer. His background encompasses the areas of sponsorship sales and management, event production, media syndication and promotion for properties or teams in college sports, professional golf and professional football. He founded eBranded Solutions in 2004 based on the belief that sponsorship sales organizations are in search of affordable and innovative new tools that can help them more fully demonstrate marketing assets to sponsors.

The profit is in the renewal. The success of sponsorships is based on re-signing after the sponsorship experience. Documentation is the responsibility of the event. Recap reports allow your partners to see that you followed through on your commitment. They offer proof that you executed every detail of the contract. A good recap report creates trust and grows the relationship. An excellent recap results in renewals without questions. They set your event apart from others. This session will present ways to prepare an excellent recap report from sending a detailed thank you note with photos to compiling a comprehensive report designed with SponsorshipPro+.

**WHERE CHILDREN GO, PARENTS FOLLOW**

*Richard Bryant • Executive Director, Central Pennsylvania  
Festival of the Arts • State College, PA*



Richard Bryant became involved with the Central Pennsylvania Festival of the Arts in 1984 when he volunteered as a member of the Trash Crew. He joined the Festival staff in 1999, taking the helm in 2005. He is also the President of the Art Alliance of Central Pennsylvania, an independent art school founded in 1968.

Young people are bursting with creative energy. From a chance to make (and sell!) one's own art, to experimenting with liquid nitrogen, to performing with fellow Suzuki violinists, young people can engage their community and have creative lives away from the computer monitor, the iPod, and the television set. Using the resources available in a small town in the middle of nowhere, the Central Pennsylvania Festival of the Arts partners with everyone from learned societies to student groups to design creative activities that engage young people. Our dedicated full day of children's activities is a gateway event—we're getting young people—both children and parents—accustomed to the idea that it's ok to visit a museum, go to a concert, or to paint a picture. A full day at Children and Youth Day with the kids gives parents permission to come back, without the little ones, to spend their own quality time (and money).

**6:30 PM - 9:30 PM**

**FRIDAY NIGHT SOCIAL**

Attendees will receive information regarding this optional social in their confirmation letters. There is an additional fee to attend the Friday Night Social.

**10:00 PM - 12 MIDNIGHT**

**LATE NIGHT HOSPITALITY HOURS**

This is your last opportunity to party with your new found groupies. Make the most of it. Raise your glass and toast a few outlandish things that happened over the past few days.

*Sponsored by*



**Anheuser-Busch  
Leesburg Bikefest**



# SUPERSTAR

## ACCOMMODATIONS

### **SUPERSTAR TREATMENT AWAITS YOU AT THE HYATT REGENCY COCONUT POINT RESORT & SPA**

The Hyatt Regency Coconut Point Resort & Spa in Bonita Springs is rolling out the red carpet for all FFEA attendees. You'll enjoy superstar treatment the minute you walk in the door. Once you get a taste of the amenities you'll want to stay a week (and you can – the Hyatt is extending the special FFEA room rate three days before and three days after the convention, on a space available basis).

The facilities are family-friendly, especially if your family enjoys water activities. For the children, there is an Adventure Pool, a 140-foot Corkscrew Slide, and a Waterfall Cold Plunge Pool. For those wanting a little workout outdoors, there is the Lawn Pool, a 25-yard Lap Pool with adjacent hot tub. Hotel guests also have access to the Hyatt Coconut Plantation timeshare pools.

One of the favorite water holes there is the Alligator Alley, a 1,000-foot rambling river that guests can float down in inner tubes. Other pools include a free form Tropical Pool with zero entry and underwater seating, the Veranda Pool adult lap pool with adjacent hot tub, steam room, and sauna and Manatee Springs, a toddlers' pool with zero entry. Not a pool person? There is always the Hyatt's private beach.

There is even a Camp Coconut for children ages 3-12. This active program focuses on the flora, fauna, culture, and geography of this unique part of the Sunshine State. Children are taken by boat to Big Hickory Island, seeing bottlenose dolphins, sea turtles, and manatees along the way.

For adults, there is the Stillwater Spa, a 19,000 square-foot Asian inspired spa, with an entire floor dedicated to a fitness center featuring cardiovascular and weight equipment. Daily fitness classes are also offered. For a different kind of relaxation (or exercise, whatever way you view it), there is the Raptor Bay Golf Course, an 18-hole golf course ranked among the top 10 favorites by Gary Van Sickle, senior writer for Sports Illustrated.

**All this, you say, for only \$109 per night (including daily valet parking), plus taxes? Yes. You're right. \$109 per night. But hurry...it is only good through July 15 or until the room block is sold - whichever comes first. Don't be left standing in line. Call 1-800-233-1234 for reservations.**

# ORGANIZATION REGISTRATION FORM

## REGISTRATION FEE INCLUDES:

- Three Interest Group Networking & Educational Experiences • Opening Keynote • 32 Educational Sessions • Opening Reception (cash bar) • Red Baron Media Awards Luncheon • Thursday Night Social (cash bar) • Trade Show Lunch • Beverage Breaks

Organization Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Web Site Address (URL) \_\_\_\_\_

First Delegate's Name (as it should appear on the credential) \_\_\_\_\_

Title \_\_\_\_\_ Email address \_\_\_\_\_

Second Delegate's Name (as it should appear on the credential) \_\_\_\_\_

Title \_\_\_\_\_ Email address \_\_\_\_\_

(For additional delegates, attach a piece of paper listing their names, titles and Email addresses.)

## REGISTRATION FEES

	# Attending		Fee		
<b>MEMBER(S)</b>					
Before June 30	_____	X	\$350	=	\$ _____
After July 1	_____	X	\$450	=	\$ _____
<b>NONMEMBER(S)</b> (includes membership in FFEA through 12/31/06)					
Before June 30	_____	X	\$450	=	\$ _____
After July 1	_____	X	\$550	=	\$ _____
<b>STUDENT(S)</b>					
_____	_____	X	\$150	=	\$ _____
<b>DAY RATE(S)</b>					
Wednesday	_____	X	\$100	=	\$ _____
Thursday	_____	X	\$150	=	\$ _____
Friday (Additional fee for Evening Social TBA)	_____	X	\$150	=	\$ _____

## GUEST SOCIAL TICKETS

Opening Reception (cash bar)	_____	X	\$25	=	\$ _____
Awards Luncheon	_____	X	\$30	=	\$ _____
Thursday Night Social (cash bar)	_____	X	\$30	=	\$ _____
Trade Show Lunch	_____	X	\$25	=	\$ _____

You will receive additional information regarding the Friday Night Social in your confirmation letter. There is an additional fee to attend the Friday Night Social.

## INTEREST GROUPS (WEDNESDAY)

There is no additional cost to attend these half-day pre-convention and educational experiences. (See program for more details.)  
However, if you would like to join us for a networking lunch from 12 Noon to 12:30 pm, the cost of lunch is \$15.

Art Festival Interest Group	_____	X	No Charge	=	\$ _____ 0
Art Festival Networking Lunch	_____	X	\$15	=	\$ _____
Municipalities Interest Group	_____	X	No Charge	=	\$ _____ 0
Municipalities Networking Lunch	_____	X	\$15	=	\$ _____
Power Behind the Podium Interest Group	_____	X	No Charge	=	\$ _____ 0
Power Behind the Podium Networking Lunch	_____	X	\$15	=	\$ _____

## TOTAL PAYMENT

\$ \_\_\_\_\_

**METHOD OF PAYMENT** Make check payable to FFEA: Check No. \_\_\_\_\_

Charge:  AMEX  MC  VISA Card # \_\_\_\_\_ Exp.: \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_

Billing address (if different from above) \_\_\_\_\_

City \_\_\_\_\_ State/Zip \_\_\_\_\_

Signature \_\_\_\_\_

**MAIL OR FAX REGISTRATION TO:** FFEA, 4174 Palo Verde Drive, Boynton Beach, Florida 33436 • Fax: 561-736-7188  
**QUESTIONS?** Phone: 561-736-7071 • Email: ffea@bellsouth.net

If a cancellation is received after July 1, a \$50 (per person) administrative fee will be charged. If a cancellation is received after July 17, a \$100 (per person) administrative fee will be assessed. Returned payments will be charged an additional \$25 processing fee.

# EXHIBITOR REGISTRATION FORM

**REGISTRATION FEE INCLUDES:** • 8' x 10' exhibit space (with pipe and drape, table and chairs) • Convention and Trade Show Program notebook (listing all attendees' contact information) • Opening Reception (cash bar) • Three Interest Group Networking & Educational Experiences • Opening Keynote • 32 Educational Sessions • Red Baron Media Awards Luncheon • Thursday Night Social (cash bar) • Trade Show Lunch • Beverage Breaks

Business Name \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Contact Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_ Web Site Address (URL) \_\_\_\_\_  
 Description of product or service (30 words or less) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## EXHIBITORS NAMES FOR CREDENTIAL(S)

First Exhibitor's Name (as it should appear on the credential) \_\_\_\_\_  
 Title \_\_\_\_\_ Email address \_\_\_\_\_  
 Second Exhibitor's Name (as it should appear on the credential) \_\_\_\_\_  
 Title \_\_\_\_\_ Email address \_\_\_\_\_

## REGISTRATION FEES (includes lunches/social for one)

	<b>Before June 30</b>	<b>After July 1</b>	
Member	\$350	\$450	\$ _____
Nonmember	\$550	\$650	\$ _____
<i>(this fee includes membership in FFEA through December 31, 2006)</i>			
Additional Exhibitor	\$150	\$175	\$ _____

*You will receive additional information regarding the Friday Night Social in your confirmation letter. There is an additional fee to attend the Friday Night Social.*

## INTEREST GROUPS (WEDNESDAY)

*There is no additional cost to attend these half-day pre-convention and educational experiences. (See program for more details.) However, if you would like to join us for a networking lunch from 12 Noon to 12:30 pm, the cost of lunch is \$15.*

Art Festival Interest Group	_____	X	No Charge =	\$ _____	0
Art Festival Networking Lunch	_____	X	\$15 =	\$ _____	
Municipalities Interest Group	_____	X	No Charge =	\$ _____	0
Municipalities Networking Lunch	_____	X	\$15 =	\$ _____	
Power Behind the Podium Interest Group	_____	X	No Charge =	\$ _____	0
Power Behind the Podium Networking Lunch	_____	X	\$15 =	\$ _____	

**TOTAL PAYMENT** **\$** \_\_\_\_\_

**METHOD OF PAYMENT** Make check payable to FFEA: Check No. \_\_\_\_\_

Charge:  AMEX  MC  VISA Card # \_\_\_\_\_ Exp: \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_

Billing address (if different from above) \_\_\_\_\_

City \_\_\_\_\_ State/Zip \_\_\_\_\_

Signature \_\_\_\_\_

**MAIL OR FAX REGISTRATION TO:** FFEA, 4174 Palo Verde Drive, Boynton Beach, Florida 33436 • Fax: 561-736-7188  
**QUESTIONS?** Phone: 561-736-7071 • Email: ffea@bellsouth.net

If a cancellation is received after July 1, a \$50 (per person) administrative fee will be charged. If a cancellation is received after July 17, a \$100 (per person) administrative fee will be assessed. Returned payments will be charged an additional \$25 processing fee.



# FFEA SUNSATIONAL AWARDS

## **WE ARE LOOKING FOR THE STARS IN YOUR ORGANIZATION!**

FFEA wants to shine the spotlight on one top performer in Florida's festivals and events industry. We are looking for the stars in your organization that best exemplify commitment, dedication, and talent to the event community. Look within your organization and find those that deserve to be recognized, honored, and rewarded through the 2006 SUNsational Awards Program. The winner will be announced, and receive their shining star, at the Red Baron Awards Luncheon, Thursday, August 3, 2006. The winner's photo and accomplishments will be posted on the FFEA website and in a FFEA Newsletter. News releases will be written for distribution.

It is very easy to nominate someone that has "given it up" for your event, whether it is your most well-known performer or a member of your back up band. It literally requires this---about a half an hour composing the words to send to the FFEA SUNsational Judges. The best part of it all is that, if your nominee is selected, you will be going to all five of FFEA's 2007 Regional Seminars and the 2007 FFEA Convention for FREE next year! No tickets required! (And, guess what? You can nominate more than one individual!)

### **HERE ARE THE FOUR HIGH NOTES:**

1. Nominee must be nominated by a current FFEA member (Recipients of previous SUNsational Awards are ineligible.)
2. Nominee must be affiliated with an FFEA member organization
3. Nominee must have worked or volunteered in the events industry a minimum of three years. Nominees can be an employee, sponsor, vendor, or volunteer
4. Nominations must be typed on no more than two 8 1/2" x 11" typed pages (single spaced) and include the following:
  - Name, title, organization, address, phone, fax, and email of FFEA member submitting nomination
  - Nominee's name, title, event, address, phone, fax, and email
  - Nominee's leadership role(s) within your event and length of service
  - Description of the impact the nominee has made on your event, using examples and providing results achieved
  - Evidence of encouragement and motivation given to others to participate and/or take leadership roles to advance the event industry
  - Special characteristics of the nominee
  - List of nominee's involvement with other events if applicable

Three support materials, such as press clipping, letters, photos, etc. may be sent (no larger than 8 1/2" x 11"). Please do not staple nomination or place nomination in a notebook, binder, or folder. All submitted materials become the property of FFEA. Decisions of the judges are final.

**MAIL OR EMAIL NOMINATION TO:** FFEA SUNsational Awards, 4174 Palo Verde Drive, Boynton Beach, FL 33436  
**QUESTIONS? CALL OR EMAIL:** FFEA • 561-736-7071, fax: 561-736-7188 • email: [ffea@bellsouth.net](mailto:ffea@bellsouth.net)

**ENTRIES MUST BE POSTMARKED BY MIDNIGHT, JUNE 30, 2006.**



# RED BARON

## **MEDIA AWARDS PROGRAM**

### **RAISING THE ROOF THIS YEAR!**

The Red Baron Media Awards acknowledge the skill, creativity, and resourcefulness of member event's marketing efforts. This is your opportunity to share your best promotional campaigns and individual marketing tools, be recognized, and achieve media exposure and peer recognition. Award winners will be announced at the Red Baron Awards Luncheon on Thursday, August 3, 2006, posted on the FFEA website, and in a FFEA Newsletter. News releases will be written for distribution. It's that time of the year—look over your past year's publicity, advertising, and marketing efforts and enter the best of your best to the Red Baron Media Awards. Whether it's a solo act or a team effort, stand up and be applauded by your peers.

### **“WE’RE SPREADING THE NEWS”**

**LIZA MINNELLI MADE IT FAMOUS. FFEA WANTS TO MAKE YOU FAMOUS.**

- All entries will be displayed at the convention and trade show for the attendees to view.
- Winners will be announced at the Red Baron Annual Awards Luncheon, August 3rd.
- Winners will be given a mounted awards certificate ready to hang for their office to see.
- Photos of winning entries will be placed on the FFEA website for the world to notice.
- Press releases will be written for member distribution so their community knows.

### **“CHANGES IN ATTITUDE. CHANGES IN LATITUDE.”**

**JIMMY BUFFET IS KNOWN FOR IT. FFEA IS DOING IT (BASED ON MEMBERS’ SUGGESTIONS).**

- There are only two budget categories (based on total event budget): \$99,999 and under, and \$100,000 and over
- Several award categories have been combined (read carefully).
- Judging criteria have been established and are listed.
- An Overall Promotional Campaign category has been added.
- Judges will be selected from throughout the state.

### **“I TAKE NOTES”**

**LUNA MINTZKOV WROTE IT. FFEA REQUIRES YOU READ THESE NOTES.**

- Only FFEA members are eligible to submit entries.
- Entries must be submitted in their original format (copies or printing proofs not acceptable).
- Entries must have been produced and/or utilized between June 1, 2005 and June 30, 2006.
- Black mat board, poster board, or foam core must not exceed 20" x 30".
- All entries may be mailed together. However, one entry form must be adhered to the back of the board or attached to the item of each entry (copy as needed). Budget category must be checked in order for entries to be judged.
- All entries must be postmarked by midnight on June 30th.
- Each entry is \$12. Make check payable to FFEA.
- Submit entries to: FFEA Awards Program, 4174 Palo Verde Drive, Boynton Beach, FL 33436
- Questions: Call the FFEA Office at 561-736-7071 or Email [ffea@bellsouth.net](mailto:ffea@bellsouth.net)

A note about judging...one award will be given to each budget category in each award category, unless, in the opinion of the judges, no award is merited. The judges reserve the right to give multiple awards in a category if scores are tied.



## AWARDS CATEGORIES

### OVERALL PROMOTIONAL CAMPAIGN ENTRIES

*Criteria: clarity of the strategy, materials appropriate and effective for target audience, interrelation of parts to the whole, overall impression, design and typography, printing quality, and originality*

Display on black mat board, poster board, or foam core any print collateral, photographs, and one 8½ x 11" typed single spaced page describing the strategy, cash budget to execute the campaign, audiences, and effectiveness. No more than two TV ads and no more than two radio ads may be included and placed in pockets adhered to the display board.

### PRINTED MATERIALS ENTRIES

*Criteria: overall editorial excellence, design and typography, quality of photo(s)/illustration(s), printing quality, and originality*

#### ■ Brochure

Display both the entire front and back of brochure on black mat board, poster board, or foam core, and place two folded brochures in a pocket adhered to the display board.

#### ■ Poster (for sale and not for sale)

Display on black mat board, poster board, or foam core.

#### ■ Miscellaneous Printed Materials (bound and not bound)

Display both the entire front and back of brochure on black mat board, poster board, or foam core, and place two additional entries in a pocket adhered to the display board. Examples of miscellaneous printed materials include, but not limited to, invitations, tickets, postcards, annual reports, brochures, and magazines. Brochures may not be entered in Best Miscellaneous Printed Materials.

#### ■ Newsletter (printed or email newsletters)

Display both the entire front and back (if applicable) of the two latest newsletters on black mat board, poster board, or foam core, and place two additional newsletters in a pocket adhered to the display board.

#### ■ Newspaper Special Section

Display entire front of newspaper special section on black mat board, poster board, or foam core, and place two additional copies in a pocket adhered to the display board.

#### ■ Print Ad (black and white or color/any size)

Display ad as it originally appeared in the publication (include entire page) on black mat board, poster board, or foam core.

### PHOTOGRAPHY ENTRIES

*Criteria: overall composition (interrelation of parts to the whole), impression/emotion, contrast, printing quality, and originality*

#### ■ Event Photograph (black or white or color/any size)

Display on black mat board, poster board, or foam core.

### PARTNERSHIP PROGRAM ENTRIES

*Criteria: clarity of purpose/objective, benefits achieved, measurable results, and originality*

#### ■ Partnership Program (includes sponsorship, community or educational partnerships)

If your program/partnership won an award last year, it is ineligible to enter this year.

Display on black mat board, poster board, or foam core pictures of the partnership in action and/or any print collateral, and one 8½"x 11" typed single spaced page describing the partnership, its purpose/objective, the benefits to both the event and to the partnering organization, and measurable results.

### PRESS KIT ENTRIES

*Criteria: clarity of purpose, organization of materials, inclusion of collateral materials, copy is interesting, newsworthy and well-written, printing quality, and originality*

#### ■ Press Kit

Submit full press kit. Entries do not have to be mounted.

### PROMOTIONAL ITEMS ENTRIES

*Criteria: design, color use, quality, purpose, results, and originality*

#### ■ Promotional Item

Examples of promotional items include, but not limited to, souvenirs, collared shirts, hats, mugs, pins, and recognition items. Entries do not have to be mounted. Entries must include one typed single spaced paragraph (100 words or less) describing purpose, target market, and results.

■ **Tee Shirt Design (no collared shirts – see promotional items)**

Submit tee-shirt. Entries do not have to be bound. Entries must include one typed single spaced paragraph (100 words or less) describing purpose, target market, and results.

**BROADCAST ENTRIES**

*Criteria: informative and compelling, copy is read with emotion, pronounced effectively, and delivered well, message is clear and concise, engages the target audience, and originality*

■ **Radio Ad**

Display written copy of radio ad on black mat board, poster board, or foam core, place CD of radio ad in a pocket adhered to the display board, and one typed single spaced paragraph (100 words or less) describing target market.

■ **TV Ad**

Display written copy of television ad on black mat board, poster board, or foam core, place DVD of TV ad in a pocket adhered to the display board, and one typed single spaced paragraph (100 words or less) describing target market.

**WEB SITE ENTRIES**

*Criteria: visual impact, interactive, eye catching-graphics, type and background, ease of navigation, and originality*

■ **Web Site**

Display home page, two additional pages of the website, and website address on black mat board, poster board, or foam core and website.

**ENTRY FORM**

*(Make as many copies as needed or simply place this information on the back of each entry)*

Event Budget (check one):     \$99,999 and under     \$100,000 and over

Award Category \_\_\_\_\_

**ENTRY LOG FORM**

*(Mail this form with your entry fees. All entries become the property of FFEA.)*

Organization Name *(Exactly as it should appear on award)* \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Web \_\_\_\_\_

**TOTAL NUMBER OF ENTRIES** \_\_\_\_\_ **X \$12 PER ENTRY =** \_\_\_\_\_

**METHOD OF PAYMENT**

Enclose a check payable to FFEA: Check No. \_\_\_\_\_ or

Charge:  AMEX     MC     VISA    Card # \_\_\_\_\_ Exp.: \_\_\_\_\_

Name *(as it appears on card)* \_\_\_\_\_

Billing address *(if different from above)* \_\_\_\_\_

City \_\_\_\_\_ State/Zip \_\_\_\_\_

Signature \_\_\_\_\_

**DEADLINE: JUNE 30TH**

# GIVE IT UP FOR FFEA AT ITS (NOT SO) SILENT AUCTION

Let's make some noise and raise the money, money, money because every dollar raised through the Silent Auction is utilized toward FFEA's educational sessions at the Annual Convention and Trade Show and Regional Seminars. The more we make, the more we can offer our members and associates. Thanks to FFEA Fans like you, last year's revenues provided for an exceptional line up of 32 educational sessions at this year's Convention and Trade Show (check it out on pages 4 to 11) and four one day seminars throughout the state of Florida. We want to offer much more, but we need YOUR help with this Silent Auction!

## DON'T KNOW HOW TO HELP? READ SOME WAYS MEMBERS "GAVE IT UP" LAST YEAR FOR FFEA:

- **ArtFest Fort Myers** asked their artists to donate a small piece of their artwork and contributed more than 10 one-of-a kind items, such as a ceramic bowl or an oil lamp.
- Guy Potter, with **Moss Communications**, stepped no farther than his home and asked his wife, a jeweler, to create four sets of handcrafted sterling silver earrings.
- The **Children's Miracle Network** looked to the children they service and donated holiday cards drawn by the children in their hospitals.
- The **City of Jacksonville** created a basket of items titled "Everything You Need to Make Your Friends Believe Your Were at Super Bowl XXXI".
- Believe it or not, **Coca-Cola North America** wheeled in a 26" bicycle.
- The **Cocoa Beach Area Chamber of Commerce** contributed a model of a Space Shuttle autographed by Astronaut Bruce Melnick.
- **Tina Valant-Siebelts**, event photographer, put together a beach cooler filled with goodies for two-legged members and their four-legged friends.
- **97.9 FM WRMF** promotes concerts on air and donated a pair of tickets to Hootie & the Blowfish.

All FFEA Silent Auction Fans will be listed in the on-site convention program notebook and signage acknowledging your contribution will be placed in the Silent Auction area.

## DONATION FORM

Donor \_\_\_\_\_  
Contact \_\_\_\_\_  
Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

**DONATION 1** \_\_\_\_\_  
Description of Donation \_\_\_\_\_  
Value \_\_\_\_\_  
Restrictions (if applicable) \_\_\_\_\_  
\_\_\_\_\_

**DONATION 2** \_\_\_\_\_  
Description of Donation \_\_\_\_\_  
Value \_\_\_\_\_  
Restrictions (if applicable) \_\_\_\_\_

Be sure to include any literature or display props that can be used to best showcase your donation and promote your organization/business during the event.

**QUESTIONS:** Call the FFEA Office at 561-736-7071 or email [floridafestivals@bellsouth.net](mailto:floridafestivals@bellsouth.net)

**RETURN THIS FORM AND DONATION BY JUNE 30TH TO:**

FFEA, 4174 Palo Verde Drive, Boynton Beach, FL 33436 • Fax: 561-736-7188

GIVE IT UP FOR FFEA AT ITS (NOT SO) SILENT AUCTION

**"THIS CONTINUES TO BE MY FAVORITE PROFESSIONAL DEVELOPMENT EVENT. I RECOMMEND IT AS A MUST FOR ALL EVENT PLANNERS I MEET. EVERY SESSION I ATTENDED GAVE ME USEFUL INFORMATION THAT I CAN PUT INTO PRACTICE."**

*Karen Sloan, Lee County Library System*

**"AN EXCEPTIONALLY EXECUTED EVENT FROM THE EDUCATIONAL SESSIONS TO THE AMENITIES. NO STONE WAS LEFT UNTURNED! GREAT VALUE!"**

*Susie Hall, Springtime Tallahassee*

**FFEA**

4174 Palo Verde Drive  
Boynton Beach, Florida 33436

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