

## "In Festivals and Events, Everything Counts"

### SUNDAY, MARCH 15, 2015- Super Sunday Pre-Convention Workshop & Lunch

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**6:00am-9:00am**

**Complimentary Breakfast** in West Water Restaurant for registered convention hotel guests

**9:00am-4:00pm**

**Super Sunday Workshop**



**9:00am**

**"Creative Sponsorship Activation"**

**Capitol Room**

Presented by Melissa A Jurcan, CSEP

Director of Sales, Marketing & Communication, Seafair Inc.

Create your own inventory with new, unique experiential activation ideas. Develop a plan for your promotional and sponsorship purposes. Learn how to activate your ideas with contests, ticket promos and other activities that you can sell.

**12:00pm**

**Networking Lunch**

**State Room**

**1:00pm**

**"Sponsorship Sales, Service & Success"**

**Capitol Room**

Presented by Bruce L. Erley, APR, CFEE

President, Creative Strategies Group, Denver, Colorado



What are the mistakes and myths many event organizers make in selling and service sponsorships to corporations? This three-hour presentation will help you know what to do before you make the sales pitch that will significantly improve your chances for success. This seminar will provide you with the nuts and bolts of conducting an inventory of your event's sponsorable assets, designing compelling sponsor packages, and preparing top notch proposals. Detailed seminar outlines will be provided and many examples will be used in this informative, but upbeat presentation

### SUNDAY, MARCH 15, 2015 – Convention & Expo

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**4:00pm-5:30pm**

**"SCORE" Mini Focus Roundtables**

**Spruce Ballroom**

**"Fun Runs"**

Mark Hendrickson, Cultural Program Director- City of Kent

**"Exceeding Expectations through Technology using Facebook, Twitter, & Websites to your Advantage"**

Brian Twiggs, Sponsorship Development Manager-Issaquah Chamber of Commerce

**"Planning your Electrical Needs"**

Star Moser, Vice President- Hollywood Lights Washington Division

**"Risk Management"**

Nancy Rohde, Gales Creek Insurance Services, Inc. /JD Fulwiler & Co.

**"Bringing Education into your Festival"**

Robin Kelley, CFEE, Director of Community Relations and Festivals-Issaquah Chamber of Commerce/Issaquah Salmon Days

**"How to Plan a Fireworks Show"**

Heather Gobet, Marketing Director-Western Display Fireworks

**"Tents"**

Eddie Redman, President-Grand Event Rentals





**"Sponsorship 101"**

**Bruce Skinner, President/Author – Skinner & Associates**

Learn the basics of what you need to sell sponsorships, including how to research and how to get into the door!

**6:00pm-8:00pm**

**"Everything Counts" - Reception/Dinner**

**Fir Ballroom**

Meet new friends and say hello to fellow peers during dinner.

Entertainment: Richard Allen & the Louisiana Experience

Jeff Evans

Sponsor: Honey Bucket, Pacific Rim Talent, AVR Productions, LLC

**8:00pm-10:30pm**

**Hospitality Suite – "The Olympian"**

**Suite 121**

Sponsor: Western Display Fireworks, LTD.

**MONDAY, MARCH 16, 2015**

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**6:00am-9:00am**

**Complimentary Breakfast** in West Water Restaurant for registered convention hotel guest only

**9:00am-10:15am**

**Opening Keynote**

**Fir Ballroom**

**"The Tournament of Roses: Embracing Change without Sacrificing History"**

**Ed Corey, Chief Operating Officer-Pasadena Tournament of Roses Association**



**10:15am-10:30am**

**Networking Café –Red Lion Hotel Lobby**

Sponsor: Bold Hat Productions

**10:30am-11:45am**

**Professional Development Sessions**

**"Activating Sponsorship"**

**Capitol Room**

**Bruce L. Erley, President, Creative Strategies Group**



More and more, sponsors are looking to get more from their partnership with your event other than booths and banners. The first step is for both the organizer and the sponsor to recognize that sponsorship is an event marketing platform upon which you must build to achieve your marketing, communications and sales objectives. How do you move beyond a "drive-by" sponsorship where a company throws a logo and check out the window and expect to get results? This interactive session will review the five key criteria to creating experiences that build your sponsors' brands and engage attendees while enhancing your event. We'll also conduct a free-flowing exchange of the promotional solutions and other creative ideas you and your counterparts might have.

**"How to Count on your Guests Staying at your Event"**

**Olympic Room**

**Ron Inman, Vice President - Northwest Cascade, Inc. – Honey Bucket**



Learn about the variety of options available for portable sanitation, hand wash and fencing for your events. When properly planned this can be a comfort item for your guests and they will stay longer and come back more often. Either way, it is good for your event. We will show and discuss a variety of equipment, and how to plan for the correct numbers and levels of equipment and service. We'll also look at best practices for placement of this equipment for best comfort of your guests.



***"Become part of the Solution"***

**Captain Jennifer Dzubay, Washington State Liquor Control Board  
Beth Lehman, Customer Service Manager, Washington State Liquor Control Board**

Know current rules and regulations regarding your beverage garden

**State Room**



**11:45am-1:30pm**

***"Business Bites Expo and Luncheon"***

**Sponsor: Grant Event Rentals**

**Forrest Ballroom**

**11:45pm**

***Festival Marketplace***

Interact with industry suppliers and service professionals

**12:30pm**

***Business Bites***

Enjoy Lunch with exhibitors

**1:30pm-1:45pm**

***Networking Café*** – Red Lion Hotel Lobby

**Sponsor: Bold Hat Productions**

**1:45pm-3:00pm**

***Professional Development Sessions***

***"Volunteers: Finding & Recruiting Your Critical Event Resource"*** **State Room**

**Sonja Mejlaender, Community Relations & Events - City of Renton  
Carole Lail, CVA, President – CL Events Consulting**



Volunteers make our world go round, but where are they, what's the trick to signing them up, and how can you maximize their effort? Your facilitators will explore these questions in this fast-paced workshop, and help form an effective plan to not only recruit and employ them, but keep them coming back.

***"Growing your Event into a Year-Round Brand"***

**Capitol Room**

**John Thorburn, Marketing Director-Bold Hat Productions**



Your event attracts guests with a common affinity for what you provide. Whether that's celebration of community, art, food, sport, music or more, your event provides an opportunity to engage with your guests year-round on a common theme. Learn how to grow your event by creating conversation beyond your event, and deliver new revenue to your event along the way.

***"Roles of a Leader"***

**Olympic Room**

**Lucy Rice, Director of Talent and Recruitment – Ad Abilities**



What makes great leaders: What they focus on first and most often in order to create peak performance from their teams. Things great leaders do. How you can be a leader rather than a manager with your team.

**3:30pm-3:15pm**

***Networking Café*** – Red Lion Hotel Lobby

**Sponsor: Bold Hat Productions**

**3:15pm-4:30pm**

***Professional Development Sessions***

***"Building Highly Effective Relationships"***

**State Room**

**David Schaffert, CEO – Thurston Chamber of Commerce**

Leveraging leadership for impactful outcomes. What role does leadership play in the success of organizations and their endeavors? Why do some organizations and events seem to continually have success while others seem to struggle – Could it be the Leadership Factor? In this session David Schaffert, President and CEO of the Thurston County Chamber will share thoughts and insights on the critical impacts of leadership and how the Leadership Factor ("L Factor") can mean the difference.



***"Our Changing Playing Fields"***

**Capitol Room**

**Jon Stone, President, One Reel, Inc.**

It used to be sufficient to keep our eyes on the opposing teams. At today's accelerated pace of change, the very field on which we conduct our business can appear to morph in the blink of an eye. A conversation with Jon Stone spotlights the importance of considering macro environments in our strategic planning. Learn methods for better envisioning your future state.

***"Telling your Story"***

**Olympic Room**

**Holly Smith Peterson, Writer/Editor**

How letting your clients discover who you are can lead to great business relationships



**4:30pm-5:15pm**

***"WFEA" Annual Membership Meeting***

**State Room**

**Jon Stone, 1<sup>st</sup> Vice Chair, WFEA**

**5:15pm-5:30pm**

***"Dressing Room Break"***

Fancy Tops and Blue Jeans

**5:30pm-6:30pm**

***"Past Chairman's Reception"***

**Forrest Ballroom**

Official Opening of the silent auction during a no host reception

**Entertainment: Jonny Smokes-Acoustic Guitar**

**Sponsor: Pacific Rim Talent; AVR Productions LLC**

**6:30pm-8:00pm**

***"Black Tie and Blue Jeans WFEA Gala and Auction"***

**Forrest Ballroom**

**Sponsor: Pacific Rim Talent; AVR Productions LLCs**

**Entertainment: Jonny Smokes**

**Jeff Evans**

**Master of Ceremonies: Steve Hamilton**

**6:30pm**

***Dinner, Auction, and Entertainment***

**7:45pm**

***Silent Auction Closes***

**7:55pm**

***Live Auction – Washington Festivals & Events Wine Cellar***

**8:00pm-10:30pm**

***Hospitality Suite – "The Olympian"***

**Suite 121**

**Sponsor: Western Display Fireworks, LTD**

**9:30pm-11:00pm**

**Entertainment in the West Water View Lounge**

***Jonny Smokes-Electric Show***

**Sponsor: Pacific Rim Talent**

**6:00am-9:00am**

**Complimentary Breakfast** in West Water View Restaurant for registered convention hotel guests only

**9:00am-10:15am**



**Opening Keynote**

*"The Power of Creative Economy"*

Karen Hanan, Executive Director – Washington States Arts Commission

**Fir Ballroom**

**10:15am-10:30am**

**Networking Café** – Red Lion Hotel Lobby  
Sponsor: Bold Hat Productions

**10:30am-11:45am**

**Professional Development Sessions**

*"Volunteers: Reward & Retain the Heart of Your Events"* **State Room**

Carole Lail, CVA, President – CL Event Consulting  
Sonja Mejlaender, Community Relations & Events – City of Renton

You've found the volunteers that make your organization, programs, and events run smoothly; what can you do to keep them coming back, again and again? During this session, we'll discuss many different ways to provide a fulfilling and enjoyable volunteer experience for your volunteers, we'll exchange ideas for themed volunteer appreciation events, thank you gifts, or other modest gestures that go a long way to show your appreciation for their service, and keep them coming back for more.



*"The Ins and Outs of adding Food and Beverage to Improve Your Event."* **Olympic Room**

Jamie Peha, Principal – Peha Promotions

Food and Beverage is a great way to dress up an event and offer attendees something special and there are many options for inclusion. While it seems like a simple addition there are requirements that do need to be followed when offering food and beverage to enhance your events. Whether working with a caterer or directly with vendors, learn what steps are needed to ensure you are following the protocol from a legal and safety position.

*"The Rise of the Social Era"*

**Capitol Room**

**Josh Dirks, Co-Founder, Chief Scientist -Project Bionic**

The term "social media" has become ubiquitous over the past 5 years but, for many, the term rings hollow and engenders images of just one more business headache facing people today. However, social media is changing the web right before our eyes, evolving how we communicate online, and once again changing the balance of power between consumers and the brands that serve them. Join us for an in-depth look at what social media really is, how it can benefit you, and simple strategies from one of the Northwest's leading social media firms, Project Bionic. Co-Founder and CEO Josh Dirks will walk us through how the recent sea change is actually not really all that novel, the most common misconceptions about social media, and simple ways to enhance and empower your social strategies today. Please join us for an afternoon we know will help bring both understanding and spark ideas of how social can work for you.

**11:45am-12:00pm** **Networking Café** – Red Lion Hotel Lobby  
Sponsor: **Bold Hat Productions**

**12:00pm-1:20pm** **Pacific Northwest Summit Awards Luncheon** **Forrest Ballroom**  
Host: **George Sharp, Executive Director – Olympia, Lacey, Tumwater Visitor & Convention Bureau**  
Sponsor: **Pacific Rim Talent; AVR Productions, LLC**



Best of the Best awards during lunch

**1:20pm-1:30pm** **Break**

**1:30pm-2:45pm** **Professional Development Sessions**

***"Learn the Ins & Outs of Booking Live Music for your Festival"*** **Capitol Room**  
**Chris Porter, President**  
**Porter Productions**

Live music can turn any event into a fun, memorable experience for guests. Learn the Ins & Outs / Pros & Cons of booking local and touring acts for your next event.

***"Economic impact analysis and why it is worth the trouble"*** **State Room**  
**Jason Robertson, President – J Robertson & Company**



A basic understanding of economic analysis, why it is important, how it can be utilized to promote your event, and obtain sponsorship and grant funding. Learn the basic steps to conduct your own economic analysis and share the results with elected officials, community members, board members and sponsors.

***"How to make the Butterflies Fly information"*** **Olympic Room**  
**George Sharp, Executive Director – Olympia, Lacey, Tumwater Visitor and Convention Bureau**

Toolkit on how to get ready to speak to any group.

**2:45pm-2:55pm** **Break**

**2:55pm-4:10pm** ***"Streaming Live"***  
Network with fellow peers, share ideas and exchange experiences

**4:10pm** Drop off of convention and expo evaluation and drop business card for a chance to win a free convention registration for 2016.

**5:00pm** **Dinner on your Own**

**Thank you Sponsors!**

Our Faculty, AVR Production Services, Honey Bucket, Pacific Rim Talent, Grand Event Rentals, Hollywood Lights, Pyramid Staging & Events, Western Display Fireworks, Event Management Services, Bold Hat Productions, Boeing, WFEA