

**AIMING FOR
EXCELLENCE WITHIN
THE FESTIVAL &
EVENT INDUSTRY**

**TRADE SHOW
EXHIBITOR OPPORTUNITIES**

Interested in showcasing your business to the festival & event industry leaders in Arkansas? Then exhibiting at the 2014 AFEA Conference & Trade Show is just the place to do so. For details, contact Trina Mitchell at 501.350.2378 or email trina@arfea.org.

ENTERTAINMENT SHOWCASE

The 2014 AFEA Entertainment Showcase will be held at the Argenta Community Theater in downtown North Little Rock. Performers will be given 20 minutes to showcase their talents for the festival and event entertainment decision makers in Arkansas. You won't want to miss it!

ALFiE AWARDS LUNCHEON

The ALFiE Awards recognize outstanding examples of quality, creativity, and achievement in the festival and events industry. The 2013 winners are announced at the ALFiE Awards Luncheon on January 31, 2014.

Questions? Call Trina Mitchell at 501-350-2378 or email trina@arfea.org

Hospitality Sponsors:



Entertainment Showcase Sponsor:



Awards provided by:



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AFEA
Arkansas Festivals & Events Association
PO Box 2737
Little Rock, AR 72203



Arkansas Festivals & Events Association

AIM FOR
EXCELLENCE

*Annual
Conference
& TRADE
SHOW*

JANUARY 30 & 31, 2014

Wyndham Riverfront Hotel
NORTH LITTLE ROCK

AIM FOR EXCELLENCE

Annual Conference & Trade Show

Schedule (Times/Locations Subject to Change)

Thursday, January 30

8:30 - 10:00 am Registration
 10:00 - 10:15 am Welcome
 10:15 - 11:00 am General Session:
 11:15 - 12:00 pm Breakouts Sessions
 12:00 - 1:00 pm Lunch & Trade Show
 1:15 - 3:30 pm Breakout Sessions
 3:30 - 4:00 pm Break/Trade Show
 4:00 - 5:00 pm Breakout Sessions
 7:00 pm Entertainment Showcase

Friday, January 31

7:30am - Noon Registration
 7:30 - 8:00am Continental Breakfast
 8:00 - 9:30am Panel Discussion
 9:30 - 11:45am Breakout Sessions
 12:00 - 2:00pm Awards Luncheon

Keynote

Angela Belford, Marketing Maven, The Belford Group

Get Your Social Media Groove On

Do you feel like even your grandma understands the concept of Twitter and hashtags better than you do? Do you wonder why area non-profits SEEM to duplicate their efforts by mailing an invitation and then "tweeting" about it for weeks before the event? You're not alone! Most organizations struggle to understand the concepts behind social media and how it can enhance your agency and event goals!

In this session, Angela Belford will cover the importance of setting tangible strategy goals during the planning phase of your event to ensure you have marketing success throughout. Join us and get your social media groove on!

Breakout Sessions

Executing a Social Media Strategy for Marketing Success

Angela Belford, Marketing Maven, The Belford Group

During the keynote, Angela taught us how to establish a strategy for social media! Now it's time to roll up your sleeves and get into the nitty gritty! How do you execute your strategy? What social media avenues are best? How can your volunteers lead the way in managing your social media? During this session you will get some awesome yet practical tools and tips to ensure your event success.

Tips & Tricks for Branding your Event

Travis Caudell, Sales Manager, Big Rock Apparel

In this session, you will learn creative ideas and products to help brand your event and take your sales and profits to the next level. You will be introduced to new innovative advertising products and ideas, learn how to generate more sales and profits and choose the right design team for your individual event needs.

Emergency Management for Parks and Mass Gatherings

Budd Dudson, Owner, Emergency Management-Event Management and Disaster Resources

Participants in this how-to presentation on emergency management will learn the planning process and the emergency management cycle and also get a brief introduction to the incident command system. With this knowledge, an event manager should be able to interface with volunteers and public safety agencies if emergency measures are needed.

Planning as One, Executing as an Army

Chrissy Egleston, Special Events Manager, Visit Hot Springs

Being a one man show is time consuming but you are in charge and in control of the outcome - the real challenge comes when you add in volunteers and committee members. We will walk through how to organize during the planning phase to make delegating in the execution phase easier. Learn what your role is, as the event manager, when the event goes live.

Organizing & Operating a Sanctioned Barbecue Contest

Chad House, BBQ Contest Organizer, Wynne Farm Fest Committee

Sanctioned barbecue contests, held in conjunction with other community festivals, attract barbecue competitors from across the country. These competitors not only enhance your festival, but they also generate substantial revenue for your community.

This session will help you understand the necessary guidelines for organizing and operating a barbecue contest. You will learn the finer points to increase the popularity and success of your contest, turning it into a profitable event and thus a revenue builder for the community.

Selecting and Working with Outside Vendors

Peter Michel, Business Development Manager, Special Event & Service Rental, Inc.

This session will focus on selecting, securing and working with outside vendors for your events and festivals. Discussions will include; selection, building a partnership, contracts-pricing, negotiation and writing, pre- and post-event information for your vendors and finally an evaluation of your vendors once the event is completed.

Grand Slam Potential: Are Your Bases Covered

Brad Rickett, Owner, RockStar Passes

Every festival is unique in its own way. Your festival has potential for a Grand Slam. Are all of your bases covered? Do you have the right players in your line up? Whether you like it or not, your festival has something it's known for. Find, explore and learn how your festival can reach its maximum potential. From entertainment to attractions, you will learn effective ways to keep your festival attendees happy and coming back every year.

Using Blogging & Social Media to Promote Events

Cotton Rohrscheib, Partner/Co-Founder, Pleth LLC

In this session we will discuss the mechanics of promoting an event or festival with social media and blogging. We will also discuss some time-saving tools and techniques that will increase your effectiveness as well as reduce your workload.

Event Insurance 101: The Basics of the Event Insurance Policy

Andrew Vandepopulier, Producer, Haas & Wilkerson Insurance

We will cover all aspects of liability, auto, property and equipment as well as go into detail on the areas that are more specific and apply to events and festivals throughout the industry.

We will cover the need for event specific insurance and the pitfalls of having a General Business Policy for an event.



Annual Conference & Trade Show
 January 30 & 31, 2014
 Wyndham Riverfront
 North Little Rock



Official Registration Form

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

Email: _____

Festival/Event Budget: _____ Non-Members Includes \$100

Fees if registered before January 10th	Members	Membership
Full Registration	___\$195	___\$295
Thursday Only	___\$120	___\$220
Friday Only	___\$105	___\$205

Fees if registered after January 10th	Members	Membership
Full Registration	___\$220	___\$320
Thursday Only	___\$145	___\$245
Friday Only	___\$130	___\$230

Additional:
 Entertainment Showcase Ticket ___\$40 Awards Luncheon Ticket ___\$45



Payment

Make Checks Payable To:

Arkansas Festivals & Events Association

Mail With Form To:

AFEA
 Attn: Registration
 PO Box 2737
 Little Rock, AR 72203



Lodging

Wyndham Riverfront

#2 Riverfront Place
 North Little Rock, AR 72114
 501-371-9000

Ask for the AFEA Rate:

\$94.95/night

Questions or Special Needs:

Email Trina@ArFEA.org
 or call 501-350-2378