

# the art & business of celebration

**Colorado Festivals & Events Association  
16<sup>th</sup> Annual Conference & Trade Show  
Embassy Suites Loveland  
Loveland, Colorado**



**Wednesday, March 3, 2010**

10 a.m. Registration Opens – *Conference Center Lobby*

Noon – 12:30 p.m. **Lunch & Welcome** – *Canyon Maple*

12:30 – 1:30 p.m. **Opening Keynote Presentation** – *Canyon Maple*

**Notes from the Road Trip: “Success in the World of Events and Festivals”**

**Betsy Wiersma, Owner/Founder; Wiersma Experience Marketing**

Sit back and relax and let Betsy lead you to think differently about creating a way to fulfill your dreams and live a life that works for you. Based on her 25 years in the special events industry as a "serial entrepreneur," Betsy opens her heart to share alliance-building tactics, visioning skills, and tips to help you create success along your own path. She will also share strategies for thriving in the Experience Economy and partnerships with today's sponsors. In this session guests will: 1) Explore three key components to living a successful life of special events and BIG IDEAS -Dream BIG, Lead BIG, Live BIG 2) Hear Betsy's tips for producing BIG IDEAS and the lessons she learned along the way 3) Choose your own BIG IDEAS and create the action steps to get you started.

1:30 – 1:45 pm Break

1:45 – 2:45 p.m. **Concurrent Educational Sessions**

**“Event Marketing: Knowing Your Attendees/Members Better” – *Lake Loveland***

**Sean Diehl, Regional Director of Marketing; BGV Marketing Services - Grand Timber Lodge**

Learn how to know who your attendees are in a much deeper sense. Use that knowledge to create ROI for your sponsors, vendors and municipalities. Explore the possibilities of data management pertaining to your events or organization to create income. Expand your understanding of your marketing efforts through your customer/attendees eyes. Come away with a new plan or build upon existing plans.

**“Volunteer Structure and Recruitment from an Award Winning Volunteer Organization” – *Carter Lake***

**Greeley Stampede Volunteers and Wrangler, Inc.**

Learn how the Greeley Independence Stampede has created an Award-Winning volunteer program. The session, as presented by experienced volunteers, will explain the levels of the organization, as well as recruitment and retention ideas.

2:45 – 3:00 p.m. Break

**3:00 – 4:00 p.m. Concurrent Educational Sessions**

**“Greening Events: LED’s as an Energy Saving Alternative” – Lake Loveland**

**John Fuller, President; Mountain Light Company**

John W. Fuller, 30 year lighting industry veteran presents and explains the cost savings and beautiful possibilities that are inherent when using LED fixtures on all types of events and the many possibilities for architectural applications. Light Emitting Diodes (LED’s) have rapidly moved from instrument & calculator displays into general lighting applications. What does this mean to the live production community? This seminar will explore the current state of high power LED lighting as it pertains to production. Starting with a brief review of color theory as it applies to events, we will explore how LED’s work, how to achieve color and white balance and real world applications of the new, quickly evolving light sources. LED’s are here to stay and are regarded by many as the “future of light.”

**“Social Networking for Events” – Carter Lake**

**Kevin Kowalczyk, President; Giant Steps Consulting & Event Planning**

Use of social networking mediums such as Facebook, LinkedIn, and Twitter can help your event stay at the front of the quick-moving information wave. Integrating text message screens, live Twitter feeds, audience response systems, information touch screens and other cutting edge technology allows your attendees to critique or compliment in real time, and offers a medium through which you can market and promote select areas or features of your event in advance.

**4:00 – 5:00 p.m. Free Time**

**5:00 – 6:00 p.m. New Conference Attendee Orientation – Canyon Maple**

For those who are new to the CFEA Conference experience! Meet and greet the CFEA Board of Directors and learn how to get the most from attending the conference.

**6:00 – 9:00 p.m. Opening Reception \* Trade Show \* Auction Opens – Mountain Holly**

This is the social kickoff to the Conference & Trade Show! Socialize with your colleagues, but most importantly – meet those who provide the products and services that support your event. Participate in the CFEA Poker Run and find your “Best Hand” team to win awards. The CFEA Auction kicks off at this time! Every year this auction surprises attendees with an incredible array of items to bid on. Bid high, bid often! Food and cash bar provided. **Opening Reception Sponsored by Eclipse Cash Systems! Trade Show Sponsored by R.C. Special Events!**

**9:00 – 11:00 p.m. CFEA Hospitality Suite – Big Thompson A/B**

The fun continues! Kick back and relax with your event friends! Snacks provided. Cash bar available.

## **Thursday, March 4, 2010**

8:00 a.m. Registration Opens – *Conference Center Lobby*

**8:00 – 9:00 a.m. Breakfast** – *Canyon Maple*

For those staying at the Embassy Suites – breakfast is included in their restaurant as a guest, however CFEA will be providing breakfast for all attendees and exhibitors in the conference area. Wake up and start the day with fellow CFEA Conference attendees!

**9:15 – 10:15 a.m. Concurrent Educational Sessions**

**“Event Security: Ensuring the Safety of Your Guests”** – *Lake Loveland*

**Morris Luckey, CEO/President; JCJ Executive Protection LLC**

Key areas of event security include: health and safety, crowd management, alcohol sales and consumption, traffic management, and personal security. In this session, gain valuable tips on risk management associated with the key areas of event security. Additionally, learn what to look for when contracting an individual security firm to manage your security needs.

**“Events and Tourism in Colorado: How the Colorado Tourism Office Can Help Spread the Word About Your Events”** – *Carter Lake*

**Andrea Kuskie, Carrie Koenig, Deborah Brannon, Vicki Ottoson, Laura Libby; Colorado Tourism Office/Weaver Multimedia**

Learn from this panel of “tourism” experts what tools are available through the Colorado Tourism Office to promote and publicize your events!

**10:30 – Noon Trade Show** – *Mountain Holly*

**Noon – 1:00 p.m. Lunch** – *Canyon Maple*

**12:30 -12:45 p.m. CFEA Annual Meeting** – *Canyon Maple*

This annual business meeting will take place while you finish lunch – everyone is encouraged to attend! It will provide an opportunity to look at “the state of the Association”, the slate of Board of Directors nominees will be officially elected and other brief CFEA business will take place.

**1:00 – 2:00 p.m. Keynote Presentation** – *Canyon Maple*

**“Creating Events That Attract Sponsors”**

**Skye Griffith, CFEE, President; Skyline Talent & Events, Inc.**

Whether your event is for a handful of people or for thousands, indoors or outside, a fundraiser or a large public celebration, the principles of good event design are the same. Skye will focus on making your *event itself* a draw for sponsorship.

2:00 – 2:15 p.m. Break

**2:15 - 3:15 p.m. Roundtables** – *Canyon Maple*

Shop the topics that interest you. Learn from others and share your ideas! Roundtable topics to be announced.

3:15 – 3:30 p.m. Break

**3:30 – 4:30 p.m. Concurrent Educational Sessions**

**“Joint Venture Partnerships” – Lake Loveland**

**Steven Stokes, Co-Owner; Events, Etc.**

Steven Stokes presents a crash course on Joint Venture Partnerships that teaches you how to partner with other people/organizations, trading programs, services and marketing benefits to support each other's agenda. This session will explore partnering with small businesses to make real, recurring income and/or promotion for your event. You will learn how to create joint ventures to promote your event/business and see examples from several local events to understand how the system can work. Take full advantage of your relationship database today!

**“Beverage Operations: It's Five O'Clock Somewhere” – Carter Lake**

**Renee Ortiz, President; Eventful Productions, Inc.**

Managing your beverage program with precision takes great time, patience and detailed calculations. This session will provide an overall look at the various methods (tickets vs cash, bottled vs fountain/draft) as well as some options for staffing your beverage booths. Renee will also take an indepth look at how to calculate your program's profitability, and attendees will walk away with the formula to make informed decisions for their own beverage programs. And since festival life should never be taken too seriously...this session is BYOB!

**4:30 – 6:00 p.m. Trade Show – Mountain Holly**

Enjoy another opportunity to network with our trade show exhibitors. Cash bar available.

**6:00 – 9:00 p.m. CFEA Art Party – Embassy Suites – Snowberry/Goldenglow/Elderberry**

“The Art & Business of Celebration” will be featured first hand by local artists and talents of CFEA attendees. It will surely be a wonderful evening of celebration and fun! Be sure to visit the silent auction tables for your final chance at bidding! Dinner included with full conference registration. **CFEA Night Out Sponsored by United Site Services!**

**9:00 – 11:00 p.m. CFEA Hospitality Suite – Big Thompson A/B**

The fun continues! Kick back and relax with your event friends! Snacks provided. Cash bar available.

## **Friday, March 5, 2010**

**8:00 a.m.**                    **Registration Opens** – *Conference Center Lobby*

**8:00 – 9:30 a.m.**        **Breakfast \* Trade Show** – *Mountain Holly*

This is the last time to visit the Trade Show exhibitors. Stop by and visit with those that you haven't had to chance to talk with. For those staying at the Embassy Suites – breakfast is included in their restaurant as a guest, however CFEA will be providing breakfast for all attendees and exhibitors in the conference area. Wake up and start the last day of the conference with fellow CFEA Conference attendees!

**8:00 – 9:45 a.m.**        **Auction Pick-Up** – *Conference Center Lobby*

Don't forget to pick up and claim your CFEA Auction purchases.

**9:45 – 10:45 a.m.**        **Concurrent Educational Sessions**

**“Media Relations for Special Events”** – *Carter Lake*

**Z. J. Czupor and M. Marta Sipeki, Principals; The InterPro Group**

Do You Have a Media Relations Strategy for Your Special Event? This session will teach you how to plan an effective media relations strategy for your next event and why you need one. Learn how to identify key audiences and messages and how to engage media. Participants will leave with a practical outline of how to plan an effective media relations campaign.

**“Programming That Appeals to All Ages”** – *Lake Loveland*

**Bill Ogg, Executive Director; Greeley Stampede**

Join this interactive session – mixed in with humor and horse sense – and learn about programming that caters and appeals to audiences of all ages. Useful ideas guaranteed!!

10:45 – 11:00 a.m.        Break

**11:00 – Noon**                **General Session** - *Canyon Maple*

**“What Corporate Sponsors Look For In Events” - A Panel Discussion**

**Steve Long, Special Events Manager; Pepsi Bottling Group**

**Tina Lorraine, Promotions Director; Entercom Denver – KOSI**

**Jason Fish, Branch Marketing Manager; Belco Credit Union**

Beverage companies, radio stations and banking institutions are often involved as sponsors of community events. Listen to these panel members discuss their own company sponsorship philosophies and strategies, while building on the other panelists comments. Attendees will have the opportunity to ask questions and get answers.

**Noon – 12:30 p.m.**        **Lunch \* Announcements \* Colorado FUN Awards** – *Canyon Maple*

**12:30 – 1:30 p.m.**        **Closing Keynote Presentation** – *Canyon Maple*

**“So You Want to Have Fun?!”**

**Greg Reinke, President; Reinke Brothers**

Who better to suggest fun than Greg Reinke, a local seasoned event and funmaker. Greg will offer stories and ideas for having fun at your events.

**1:30 p.m.**                    **CFEA Conference Closes**

Thank you for coming and see you next year at the Pueblo Convention Center!