

WORKSHOP

REGISTRATION FORM

Member Price ~ \$49.00 / Nonmember Price ~ \$79.00

All sessions are from 8:30am – 2:00pm and include lunch and session materials.

Please register me for the following session:

- January 10, 2013:** Leesburg Center for the Arts, Lake County **April 11, 2013:** The Polo Grill, Manatee County
- June 13, 2013:** City of WPB Lake Pavilion, Palm Beach County **October 10, 2013:** Hilton Garden Inn, Flagler County

Registrant Info:

Name: _____ Title: _____

Company: _____

Email: _____ Phone: _____

I am a: _____ Member (\$49.00) _____ Nonmember (\$79.00) *Please send me information about joining!*

Payment Info:

Enclose a check payable to: FFEA Check No. _____ OR Charge: American Express MasterCard Visa

Name as it appears on card _____

Credit Card No. _____ Exp. _____ Code _____

Billing Address _____

City _____ State _____ Zip _____

Signature _____

Complete this form and return to:

Florida Festivals & Events Association (FFEA)

13218 Social Lane | Winter Garden, FL 34787

FAX: 888.740.0419 | EMAIL: Suzanne@ffea.com

Questions? 407.347.8570

WORKSHOP

SPONSORSHIP & SOCIAL MEDIA FOR THE EVENT INDUSTRY

Two full sessions with experts in their fields will guide you through how to increase your event revenues through these two outlets. The possibilities are endless! Spaces are limited so reserve your spot today!

SPONSORSHIP 365 – RECRUITING AND RETAINING YEAR-ROUND PARTNERSHIPS

Presented by Cinde Martin, Marketing Consultant

THE ACQUISITION

Who? When? How?

THE PROPOSAL

How to give them what they want so they can't say no

THE NEGOTIATION

It's more than just a win-win...it's knowing when to compromise and how to get your client to compromise

THE PARTNERSHIP

Managing expectations, delivery methods, communication issues

THE NEW FOLLOW-UP

It's not following-up after, its constant ongoing communicating

THE RENEWAL

Factors to consider in determining R.O.I.

INCREASE ATTENDANCE & SPONSORSHIP REVENUE THROUGH SOCIAL MEDIA

Presented by Terra Spero, CEO, RealTime Marketing Group

ADD VALUE

Help sponsors reach your social audience and add value to their investment

INCREASE REVENUES

How to create "Social Sponsorships"
Use your Social Audience to retain existing sponsors
Use Facebook advertising to increase awareness & attendance

SOCIAL RETURN ON INVESTMENT

Evaluate your social media efforts by calculating your sponsors' ROI with your Social Media Strategies

INDUSTRY TIPS & TRICKS

Ensure Facebook's posts are seen by your fans
Techniques to get posts shared and increase the viral reach of each interaction

WHEN & WHERE

ALL SESSIONS ARE 8:30AM – 2:00PM

JANUARY 10, 2013

Leesburg Center for the Arts, Lake County
429 West Magnolia Street Leesburg, FL 34748

APRIL 11, 2013

The Polo Grill, Manatee County
10670 Boardwalk Loop Lakewood Ranch, FL 34202

JUNE 13, 2013

City of West Palm Beach Lake Pavilion, Palm Beach County
101 South Flagler Drive, West Palm Beach, FL 33401

OCTOBER 10, 2013

Hilton Garden Inn, Palm Coast, Flagler County
55 Town Center Blvd, Palm Coast, FL 32164

GENEROUSLY SPONSORED BY:

