



SFEA Making Waves: 2024 Annual Conference

Sunday, February 11

- 10:30am-3:30pm **Exhibitor Load-In** (Jekyll Island Convention Center, Ballroom GH)
- 4:00pm-6:00pm **Registration Open** (The Westin Lobby)
- 6:30pm-10:30pm **Chat & Cheers at Wee Pub** (20 Main St. Unit 100, Jekyll Island, GA 31527)

Monday, February 12 (Jekyll Island Convention Center)

- 6:00am-8:30am **Vendor Load-In** (Ballroom GH)
- 7:00am-9:00am **Registration & Information** (Marshside Registration)
- 7:15am-8:45am **Continental Breakfast** (Ballroom GH)
- 9:00am-9:55am **Key Note, Your Guide to Success: Your Mental Health**
Kurt Faustin, The Dropout Academy
*Sponsored by Royal Restrooms
Location: Ballroom GH
Mindset is everything. Whether you're talking about career success, being a parent, or getting through a tough workout; having the right and a growth mindset will have a major impact. A growth mentality sees failure not as a detriment, but as a springboard to success. Come learn the building blocks needed to help you shine with a growth mindset.
- 10:00am-10:55am **Breakout Sessions**
- The Effective Communicator Guide (Level 2).** *The ability to get buy-in, garner trust and speak without hesitation isn't a skill you have to be born with. Now you can learn to develop effective communication skills while under fire and inspire others when giving a presentation or just in a basic conversation. You'll learn practical techniques to shape your messages, hone an authentic voice and engage in powerful conversations that achieve results.*
Kurt Faustin, The Dropout Academy
Location: Room 7
 - Understanding and Leveraging Event Data (Level 1).** *Greg has managed studies for over 160+ destinations across the US and Canada, helping clients understand and develop their brand along with conducting numerous economic impact studies for festivals and events.*
Greg Fuson, Chandler Thinks
Location: Room 8
 - Importance Performance Analysis Technique (Level 3).** *Learn about a technique called Importance Performance Analysis (IPA) and how event organizers can use it to assess the attributes that event attendees think are important and how their event performs on these attributes. Then learn about how these analyses can be tied to visitor satisfaction, visitor likelihood to share positive word of mouth, and likelihood to return.*
Dr. Bynum Boley, University of Georgia School of Forestry & Natural Resources
Location: Room 9

11:00am-11:55am

Breakout Sessions

- a. **Leverage Location Data for Event Marketing & Funding (Level 1).** *Understand your visitors like never before to better target your marketing campaigns, benchmark attendance, evaluate local economic impacts, and more! Ben and Haley will showcase key event and marketing insights, and do a deep dive on how Downtown Vision used the data to win additional grant funding for their event.*
Ben McKeeman, Placer.ai & Haley Wright Tinkle, Downtown Vision Jacksonville
Location: Room 7
- b. **Creating Short Messages with Big Impacts (Level 1).** *What's more challenging than delivering the perfect message that connects to a broad audience? How about doing it live on stage and getting a big laugh? Much like a good joke, a good message is short, sweet, and to the point. When every word counts, it's important that each word has the impact that you want. In this session, attendees will focus on how to write those often very challenging, short, but effective messages that are so critical in social media captions, event messaging, marketing copy, and more! Comedian Stephanie Kaple will share how she takes a simple idea and makes it into a solid joke that lands with audiences and how you can do the same with your event messaging.*
Stephanie Kaple, Independent Comic
Location: Room 8
- c. **Desperately Seeking Sponsorships: The Sponsorship Story (Level 2).** *Are you interested in securing more money for your event? From this session with Staircase Events & Sponsorship Management, you will take home the basic building blocks to sit across the desk from larger corporate decision makers and figure out how to bring them into your event and build a solid partnership. From the call, to the proposal, and closing the deal, Stephanie will take you through the process, One Step at a Time! This session is designed for experienced event planners and sponsorship seekers that already understand the basics of securing local sponsorships.*
Stephanie McIntyre, Staircase Management
Location: Room 9

12:00pm-1:00pm

Lunch (Ballroom GH)

1:00pm-1:30pm

Trade Show (Ballroom GH)

1:30pm-2:25pm

Breakout Sessions

- a. **Leverage Location Data for Event Marketing & Funding (Repeated, Level 1).** *Understand your visitors like never before to better target your marketing campaigns, benchmark attendance, evaluate local economic impacts, and more! Ben and Haley will showcase key event and marketing insights, and do a deep dive on how Downtown Vision used the data to win additional grant funding for their event.*
Ben McKeeman, Placer.ai & Haley Wright Tinkle, Downtown Vision Jacksonville
Location: Room 7
- b. **Tips, Tricks, and Keys to Success from the Wildly Successful Black Bear Festival (Level 1).** *Buckle your seat belts and prepare to enter the creative mind of Tom Harrison to learn what led to the meteoric rise of the Black Bear Festival. Get inspired and breathe new life into your festival or event. Steal ideas or modify them as we race towards a lively discussion and brain storming at the end of the session.*
Tom Harrison, NC Black Bear Festival (2023 Kaleidoscope Winner)
Location: Room 8

- c. **You Need to Calm Down: How to Successfully Drive Change & Quiet the Noise That Follows (Level 3).** *Discover effective strategies for introducing changes to your festival, and learn how to navigate potential resistance from critics. Lindsay will serve as your expert guide (and resident Swiftie), leading you through the strategic decision-making process and offering tips and tricks for crafting the most impactful communications plan to ensure the changes are well-received and aligned with your festival's objectives.*
Lindsay Schwartz, Lindsay Schwartz Consulting + Creative
Location: Room 9

2:30pm-2:45pm **Coffee/Snack Break (Ballroom GH)**

2:45pm-4:15pm **Trade Show (Ballroom GH)**

4:15pm-5:15pm **Round Table Discussions (Ballroom GH)**
Sponsorships & Data: A Perfect Marriage (Stephanie McIntyre/Greg Fuson), **Crowd Psychology** (Stephen Moore), **Event Apps** (Shatterproof Media), **Events 101 for New Industry Professionals** (Austin Walker), **Pop-Up Events** (Haley Wright Tinkle), **Community Partnerships** (Elizabeth Russell), & **Current Safety Concerns** (Sgt. Donny Huskey)

5:00pm-7:00pm **Showcase Load-In (Tortuga Jack's)**

7:00pm-9:00pm **Showcase Dinner at Tortuga Jack's** (201 N. Beachview Dr., Jekyll Island, GA 31527)
 *Sponsored by RCS Productions

9:30pm-12:00am **Hospitality at Wee Pub** (20 Main St. Unit 100, Jekyll Island, GA 31527)
 *Sponsored by Magnolia Outdoor Displays

Tuesday, February 13 (Jekyll Island Convention Center)

7:15am-8:45am **Continental Breakfast (Ballroom GH)**

8:30am-9:00am **Registration & Information** (Marshside Registration)

9:00am-10:00am **General Session, Active Shooter Situations**
Sgt. Donny Huskey will discuss threats to larger events and how to pre-plan, respond, and mitigate an attack. Attendees will learn more about Emergency Operation Plans and how to conduct a risk assessment. Everyone has a role to play!
Sgt. Donny Huskey, Knoxville Police Department
Location: Ballroom GH

10:00am-11:00am **Tradeshow** (Ballroom GH)

11:00am-11:55am **Breakout Sessions**

- a. **How to Effectively Manage Volunteers at Your Events (Level 1).** *In today's event management landscape, the success of any festival or event greatly relies on the management of dedicated volunteers. In this interactive presentation, we will address the essential elements of volunteer management, emphasizing the significance of community bonds, inclusivity, and economic vitality. Session objectives include providing attendees with actionable insights to enhance their event volunteer programs.*
Allayah Green, Eventeny
Location: Room 7

- b. **Stop the Bleed Training (Level 3).** *Stop the Bleed certified training course, with completion certificates. [Pre-registration required](#)*
Assistant Chief Mark Wilbanks, Knoxville Fire Department, **Location:** Room 8
- c. **Curating Connection: Pro-tips for Building Brand Affinity with Potential Clients, Sponsors, or Employees (Level 1).** *Join this dynamic discussion where you'll master the art of laying the foundation for rock-solid business relationships, discover the power of strategic investments, learn why a one-size-fits-all approach won't cut it, and dive deeper into personalized strategies for attracting clients, sponsors, and employees. Elevate your relational marketing game by executing seamless client journeys...turning every interaction in the chance for a lasting connection.*
Lindsay Schwartz, Lindsay Schwartz Consulting + Creative
Location: Room 9

12:00pm-12:45pm **Lunch** (Ballroom GH)

12:45pm-1:30pm **Mascot Dash for Cash**

1:30pm-2:25pm **Breakout Sessions**

- a. **Successful Marketing Strategies for Your Festivals & Events - A Guide to Boost Attendance and Engagement (Level 1).** *Learn how small investments in effective marketing strategies create excitement and participation at your event. We'll discuss new platforms and technology as well as tried and true promotional tactics.*
Martin Lane, **Tourism Marketing Professional**, City of Fountain Inn
Location: Room 7
- b. **Crafting Site-Specific Events to Transform Community and Culture (Workshop, Level 2).** *You have the power to change the cultural and social landscape of a community or area! Site-specific events have the chance to captivate and cultivate artists, audiences, and the community. These types of events refer to a work of art or event designed specifically for a particular location and that has an interrelationship with the location. Dividing the participants into groups, each group will draw parameters out of a hat, such as the type of organization, community makeup and specific location of the event. They will then create an event using those parameters and the assistance of prompts, such as budget limitations, seating capacity and needs of a specific community. Following their planning period, the groups will present their sites-specific event proposal.*
Evan Goetz, Tybee Post Theater
Location: Room 8
- c. **Panel Discussion for RFP's/Bidding (Level 1).** *Join us for an insightful panel discussion that bridges the gap between vendors and municipalities, shedding light on the world of Request for Proposals (RFPs) and the bidding process. This panel discussion aims to foster a collaborative environment where vendors can engage with municipalities, ask questions, and build relationships that contribute to successful partnerships.*
Location: Room 9

2:30pm-3:15pm **Speed Dating Networking** (Ballroom GH)

Excursions

2:45pm-3:15pm

Mosaic Museum Special Program & Museum Tour

Join us for a special program developed just for our attendees by the curators of the Jekyll Island Mosaic Museum. Learn how they chose to handle and present to the public the difficult history of Jekyll Island that dealt with subjects like slavery and indigenous populations. We will also view and discuss relevant museum displays, and general entry to the museum is included.

\$20 per person, Pre-registration required on [Eventeny](#)

2:45pm-5:00pm

Georgia Sea Turtle Center Group Tour

Join the guided group tour of the Georgia Sea Turtle Center and see this active rehab center in action!

\$20 per person, Pre-registration required on [Eventeny](#)

3:30pm-5:00pm

Ranger Walk

Take a Ranger Walk with a State Park Ranger! This 60-90 minute excursion showcases a mated pair of bald eagles as well as some babies, a discussion of native and invasive plants, and usually a gator or two.

\$15 per person, Pre-register [here](#)

Transportation is not provided to excursion locations

Each site is located within a 5 minute drive from the convention center.

3:30pm-6:45pm

Vendor Load Out (Ballroom GH)

6:30pm-7:00pm

Cocktail Social (Ballroom GH)

6:30pm-9:00pm

Silent Auction (Ballroom GH)

*Sponsored by Saffire

The silent auction is open from Sunday at 4pm - Tuesday at 9:00pm.

7:00pm-8:30pm

Kaleidoscope Awards Gala (Ballroom GH)

*Sponsored by Classic Tents & Events

9:00pm-11:00pm

Kaleidoscope Silent Disco (Ballroom GH)

10:00pm-12:00am

Hospitality at Wee Pub

*Sponsored by Lindsay Schwartz Creative + Consulting

Wednesday, February 14

9:00am-10:00am

Kaleidoscope Awards Panel (Level 1).

Join Kaleidoscope Award winners from the previous night as they discuss what makes for a winning and compelling application and event.

Moderator, Kristin Edwards, City of Winder

Location: Room 7

10:15am-11:00am

Board Debrief (Marshside Registration)