

8th Annual
***f*estival & Event**
MANAGERS' WORKSHOP
November 1 - 3, 2000

**CLEMSON UNIVERSITY
CLEMSON, SOUTH CAROLINA**



Dear Prospective Workshop Participant:

Event tourism -- fairs, festivals and special events--comprise the cutting edge of tourism today. This is why you need to attend the **8th annual Festival and Event Managers' Workshop**, Wednesday, November 1 through Friday, November 3, 2000, at Clemson University.

This special three-day workshop addresses the concerns and trends in this rapidly growing industry. Experts currently working in this field will lead the educational sessions. Continuing Education Units awarded can be used towards **Certified Festival Planners** criteria for the **International Festivals and Events Association** and/or the **South Carolina Festival Association**.

The information contained in this brochure highlights workshop topics and registration information. We encourage you to register now, as space is limited to 100.

If you need additional information, please contact Ms. Jean Martin at:

Phone: (864) 656-0208

Fax: (864) 656-4780

e-mail: jean@strom.clemson.edu

Website: <http://www.strom.clemson.edu/events/festivals>

We look forward to your participation at the **8th Annual Festival and Event Managers' Workshop**, November 1-3, 2000!

Sincerely,

Dr. Kenneth Backman
Dr. Sheila Backman
Dr. Lawrence Gahan
Ms. Jean Martin



Be sure to get your registration in early. Space is limited to 100!

WORKSHOP INFORMATION

Registration Fees —

Early registration is encouraged due to limited space. Fee for the three-day workshop is \$195. After October 13, 2000, the fee increases to \$245.

The fee includes all workshops, educational handouts and the Schedule of Events' listed meals. **Cost of lodging is not included.** The course meets eligibility requirements for Continuing Education Units (CEUs).

Please complete the registration form and include a check or a company purchase order payable to Clemson University or credit card information and mail to:

**Ms. Jean Martin, The Strom Thurmond Institute,
Festival & Event Managers' Workshop, Clemson
University, Perimeter Rd., Clemson, SC 29634-0125**

Questions —

Ms. Martin's e-mail address:
jean@strom.clemson.edu
Phone: (864) 656-0208
Fax: (864) 656-4780

Workshop Location —

Clemson University is located 45 minutes west of Greenville, SC, two hours southwest of Charlotte, NC, and two hours northeast of Atlanta, GA. The workshop will be held at Clemson University's Outdoor Laboratory. The picturesque facility is located along the shores of scenic Lake Hartwell.



Accommodations —

Comfort Inn may be contacted for lodging. A special group room rate of \$45 (double/king) is available. Comfort Inn is located at 1305 Tiger Blvd. (Hwy. 76/123), Clemson, SC, (864) 653-3600. Reservations must be made by October 18, 2000, to ensure workshop rates and availability. Please mention that you will attend the Festival Workshop.

Directions to Comfort Inn (Clemson) —

To reach Comfort Inn from I-85, take exit 19B (Hwy. 76/28 west). Go approximately 14 miles. Comfort Inn is located on the left at the intersection of Hwy. 76/123.

Airport Transfers —

Reservations may be made with Airport Shuttle Service (800) 669-6463. They require a 24-hour advance notice.

Cancellation/Refund Policy —

A refund may be granted, if request is postmarked by October 16, 2000. The workshop fee will be refunded minus a \$25 administrative cost. Cancellations after October 16, 2000, are nonrefundable.

Website

<http://www.strom.clemson.edu/events/festivals/>. You may register on-line at this website.

Recommended Dress —

Casual



AGENDA

Wednesday, November 1, 2000

- 11:30-12:30 Registration, Outdoor Laboratory, Lunch On Your Own
12:30-1:00 Welcome & Introduction
1:00-2:30 *When Great Ideas Happen to Good People* -- Cindi Zuby
2:30-2:45 **Break**
2:45-4:30 **Roundtables:**
Anger Management -- Maggie Daniels
How to Work with Local Government: Getting Along with Your City -- Chuck Hodge
Security at Your Event -- Ralph Putnam
4:30-5:00 Return to Comfort Inn
6:00-6:30 Depart Comfort Inn for Kresge Hall
6:30-9:00 Networking Reception & Supper, Kresge Hall, Outdoor Lab
9:00 Return to Comfort Inn, Hospitality Room Opens

Thursday, November 2, 2000

- 9:00-10:30 *Imagine That!* -- Cindi Zuby
10:30-10:45 **Break**
10:45-12:00 *a. Better Ideas* — Ken Chapman
b. Effective Meetings: More Done in Less Time — Bonnie Stevens
12:00-1:30 **Lunch**
1:30-3:00 *a. Image* — Ken Chapman
b. Sharpening Your Leadership Skills — Bonnie Stevens
3:00-3:15 **Break**
3:15-4:30 *a. Making Sense* — Cindi Zuby
4:30-5:00 Return to Comfort Inn
5:30-6:30 Hospitality Room Opens for Reception (Comfort Inn)
6:30 Evening on Your Own

Friday, November 3, 2000

- 9:30-11:30 *Perception, Persuasion and Discernment* -- Pat Forero
11:30-12:00 **Concluding Remarks & Presentation of Certificates**

Session Location: a-Kresge Hall; b-Betty's Place

WORKSHOP ACTIVITIES

Envisionations: When Great Ideas Happen to Good People

Step by step process on how to work with community groups, children, etc. to help them become more creative in their work. Great for Events Planners that work with community organizations.

Imagine That!

Want to explore your creative talents? Well, this hands-on session is designed to give YOU the tools to create your own events.

Effective Meetings: More Done in Less Time

Meetings are a way of life for most of us. Routine staff meetings, task force meetings, advisory meetings, board meetings and many of the thousands of other types require our attention and fill our agendas. Examine ways to determine the need for meetings, schedule appropriate meetings, and run top quality meetings that will allow you to get more done in less time.

Sharpening Your Leadership Skills

Managing, leading, shoving, pushing, coaxing, begging—is all of this really necessary? Why can't employees just do their jobs? What role(s) do good leaders play? How do leaders impact individual employees and the organization as a whole? Consider options that will not only help leaders get the job done, but get done more efficiently and more enjoyably.

Making Sense

This session will focus on developing programming using the five senses.

Perception, Persuasion and Discernment

This session will help enhance the personal agility to discern proper foundations to build and invest time, energy, resources and capital by focusing on the awareness necessary to develop and enhance agility in the recognition of different disguises of opportunity. Taking responsibility for who you trust or don't, being in the way of progress and understanding of "position" in reference to others while striving for a "mature" relationship.

Speakers

Ken Chapman is President/Creative Director of Creative Events International, Atlanta, Georgia. In his 10+ years at CEI, he has been a cornerstone of an award-winning team that is internationally experienced and recognized. One of his most notable credits at CEI is Executive Producer of the internationally televised opening and closing ceremonies of the 1996 Atlanta Paralympic Games. He is a member of the International Festivals and Events Association, on the Board of Directors for the Georgia Festivals and Events Association and has won numerous Georgia's Finest in Festivals and Events (GAFFER) Awards, including Best Corporate/Private Event in 1994 and 1996.

Pat Forero is President/founder of Dynamics of Excellence, Acworth, Georgia. A dynamic management executive with 20 years of experience in infrastructure development, effective in reorganizing, strengthening and/or enhancing existing operations. She has extensive experience as a trainer and coach in leadership, character, responsible management and organization development. She has developed several training materials in areas of self awareness, job orientation, conflict management, ethnic sensibility and diversity issues, team development, productivity, efficiency and sales. She has served with Creative Events International, Cheese Cake Factory, State of Michigan, State of California, The Museum Association of San Diego, The Japanese Friendship Garden in San Diego and others. She is the author of the book "Point of Balance."

Bonnie Stevens is a Faculty Member of the Department of Parks, Recreation and Tourism Management (PRTM) at Clemson University, Executive Director for Clemson University's American Humanics Nonprofit Management program and a University representative to the South Carolina Leadership Congress. Dr. Stevens, specializing in program development, has 20 years experience in the areas of counseling and human relations. She has made presentations and conducted training programs for local, regional and national audiences on a variety of topics including job satisfaction, management skills, leadership development, communication skills, team building, time management and program development.

Cindi Zuby is Founder of Envisionations: A Creative Visioning Cooperative, Lincoln, Nebraska. She is an artist, creative consultant, special events coordinator and scenic designer, as well as a Certified Festival Executive. She was executive director of the Star City Holiday Festival, Lincoln, Nebraska, from 1995-1998, Resident Scenic Designer Lincoln, Nebraska, Community Playhouse from 1986-1992 and also Parade Coordinator and Unit Producer (with Argonne Parades) Saint Paul Winter Carnival (MN) from 1989-1992. She is a member of the International Festivals & Events Association, Midwest Festivals & Events Association (President) and the Lincoln Area Foundation for the Traditional Arts (Board). She has received numerous awards including the 2000 Mayor's Arts Award for Theater and was named the 1991 Woman Artist of the Year by the Lincoln/Lancaster Commission on the Status of Women. She is a professional musician with a CD titled "Pheromone Pholk: Music You Love—You Just Don't Know Why."



WORKSHOP DIRECTIONS

The Outdoor Laboratory is located five miles from the Clemson University campus on Twin Lakes Road.

- From Interstate 85, follow High 76 toward Clemson 3/4 miles past Tri-County Technical College.
- From Highway 123, follow Highway 76 south 3 1/2 miles.

Follow the Outdoor Laboratory signs at the bottom of the hill (Highway 56) to the facilities.

From I-85 North or South

Take exit 19-B (Hwy. 76/28) towards Clemson.

After you pass Tri-County Technical College, there will be a green sign at the bottom of the hill which indicates a left turn for the Outdoor Laboratory.

Turn left and go approximately 3 miles. The Outdoor Laboratory entrance is on the left.

From Hwy. 123 in Clemson

Turn onto Hwy. 76/28 towards Anderson (Ramada Inn and Comfort Inn at intersection).

Go approximately four miles. There will be a green sign indicating a right turn for the Outdoor Laboratory.

Turn right and go approximately 3 miles. The Outdoor Laboratory entrance is on the left.

WHY?

- Be Informed on Current Industry Trends
- Learn Tips from the Experts
- Increase Profits and Minimize Risk
- Network with Participants
- Obtain Ideas for Themes and Activities

WHO SHOULD ATTEND?

- Festival Planners
- Special Event Coordinators
- Marketing and Promotion Employees
- Governing Board Members

You'll interact and exchange ideas with other participants and industry leaders. Comments from some of last year's participants speak for themselves as to *why you should attend*:

"Excellent presentations. What a motivator! Very insightful! Great ideas to get people to think out of the box!"

"First rate instructors; Experts with real answers; Thank you, I really enjoyed the humor!"

"Great networking opportunities! Great exchange of ideas! Very informative! Lots of interactive conversation!"

Registration Form for 2000 Festival & Event Managers' Workshop

Name _____ Nickname for Badge _____
Festival/Event Affiliation(s) _____
Firm/Company _____
Business Address _____
Business Phone _____
Email _____
Website URL _____



Please indicate any special needs 😊

Detach and return completed form with fee or company purchase order to:

Ms. Jean Martin
Strom Thurmond Institute
Clemson University
Perimeter Road
Clemson, SC 29634-0125
Telephone: (864) 656-0208 Fax: (864) 656-4780
e-mail: jean@strom.clemson.edu
<http://www.strom.clemson.edu>



SESSION OPTIONS

- a. Better Ideas
 b. More Done in Less Time

- a. Image
 b. Sharpening Your Leadership Skills



- SCFA Member
 IFEA Member
 Saw Ad in *Southern Festivals Newspaper*
 Other _____

Method of Payment

Detach and return completed form with check, purchase order or credit card information to:

Ms. Jean Martin
Strom Thurmond Institute
Clemson University
Perimeter Road
Clemson, SC 29634-0125

Make check payable to Clemson University.

Credit Card: Master Card VISA Discover **ONLY**

Card Number:

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Expiration Date: _____

Cardholder: _____

Signature: _____