

Michigan Festivals & Events presents...

PARTY AT MI PLACE™

MI Festivals & Events Association



2015 Spring Educational Seminars & Great Networking

Our 2015 Educational Workshop Series sponsored in part by Michigan Council for Arts & Cultural Affairs

April 13, 2015

University Center Gaylord
80 Livingston Blvd
Gaylord, MI 49735

April 14, 2015

**Kewadin Casinos Hotel &
Convention Center**
2186 Shunk Road
Sault Ste. Marie, MI 49783

April 15, 2015

Masonic Temple
128 W. Washington St.
Marquette, MI 49855

April 23, 2015

EOB Conference Center
Oakland County
2100 Pontiac Lake Rd Bldg. 41 West -
Waterford, MI 48328

April 24, 2015

Zehnder's of Frankenmuth
Town Hall and Keeping Room
730 S. Main Street
Frankenmuth, MI 48734

Ideas Shared...

Visions Formed

...A New Level!

2015 MFEA Spring Educational Seminar Agendas

<p style="text-align: center;">University Center Gaylord 80 Livingston Blvd Gaylord, MI 49735</p> <p style="text-align: center;">-----</p> <p style="text-align: center;">MONDAY, APRIL 13, 2015</p> <p>8:00 - 8:45 Registration & Coffee sponsored by Gaylord Area Convention & Tourism Bureau and Pepsi</p> <p>8:45 - 9:00 Welcome & Introductions</p> <p>9:00 - 11:45 Obtaining Grants with the Michigan Council for Arts & Cultural Affairs</p> <p>9:00 - 11:00 Volunteer Management 101, Jessica Schlimme</p> <p>11:00 - 11:45 Gaming Guidelines, Fundraising and more Kathie Oviedo</p> <p>12:00 - 1:00 Lunch</p> <p>1:00 - 3:45 Mastering Sponsorships, Sylvia Allen</p>	<p style="text-align: center;">Kewadin Casinos Hotel & Convention Center 2186 Shunk Road Sault Ste. Marie, MI 49783</p> <p style="text-align: center;">-----</p> <p style="text-align: center;">TUESDAY, APRIL 14, 2015</p> <p>8:00 - 8:45 Registration & Coffee sponsored by Sault Ste. Marie Convention & Visitors Bureau and Pepsi</p> <p>8:45 - 9:00 Welcome & Introductions</p> <p>9:00 - 11:45 Obtaining Grants with the Michigan Council for Arts & Cultural Affairs</p> <p>9:00 - 11:00 Volunteer Management 101, Jessica Schlimme</p> <p>11:00 - 11:45 Gaming Guidelines, Fundraising and more Kathie Oviedo</p> <p>12:00 - 1:00 Lunch-Sponsored by Sault Ste. Marie CVB</p> <p>1:00 - 3:45 Mastering Sponsorships, Sylvia Allen</p> <p style="text-align: center;">Conference Rooms Sponsored by Kewadin Casinos Hotel & Convention Center</p>
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<p style="text-align: center;">Masonic Temple 128 W. Washington St. Marquette, MI 49855</p> <p style="text-align: center;">-----</p> <p style="text-align: center;">WEDNESDAY, APRIL 15, 2015</p> <p>8:00 - 8:45 Registration, Coffee & Pastries sponsored by Marquette County Convention & Visitors Bureau and Pepsi</p> <p>8:45 - 9:00 Welcome & Introductions</p> <p>9:00 - 11:45 Obtaining Grants with the Michigan Council for Arts & Cultural Affairs</p> <p>9:00 - 11:00 Volunteer Management 101, Jessica Schlimme</p> <p>11:00 - 11:45 10 Steps for Planning an Event, Chris Kibit</p> <p>12:00 - 1:00 Lunch</p> <p>1:00 - 3:45 Mastering Sponsorships, Sylvia Allen</p> <p style="text-align: center;">SEMINAR WORKSHOP DESCRIPTIONS</p>	<p>Back by popular demand, one of MFEA's most requested speakers...Sylvia Allen, Allen Consulting</p> <p>Mastering Sponsorships 101-Sylvia Allen, Allen Consulting Sponsorships are the fuel that runs your festival, fairs & event engines. And, each year selling sponsorship is different from the year before. However, there are some basic rules that can be followed that will help you this year and in the years to follow. Come to this session... See what those rules are. Then, find out what is new and different about sponsorship so you can generate the sponsorships you deserve for your events. Taught by Michigan favorite, Sylvia Allen, come prepared to learn and have fun ... she loves selling sponsorship and wants to share that love with you!</p> <p>How to Price Your Sponsorships - Sylvia Allen, Allen Consulting How do you determine the value of your sponsorship? Once you know the VALUE it is easy to determine what your sponsors' investments should be. Come to this session, learn how much each of your assets are worth, and discover how to price your sponsorships in a way that the buyer easily says "yes"! Taught by Sylvia Allen, you will walk away with priceless information that will easily increase your sponsorship revenue.</p>
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Obtaining Grants with the Michigan Council for Arts and Cultural Affairs ~ Presented by Chad Badgero ~ MCACA
The Michigan Council for Arts and Cultural Affairs will provide an overview of their grant programs, how they relate to your festival, fair or event and take you through a step by step process for completing the grant application.

Volunteer Management 101~Presented by Jessica Schlimme ~ National Cherry Festival
Like any event program component, Volunteer Programs must be regularly reviewed and refreshed as well. Keeping those all important human resources by our side is something that the vast majority of events cannot risk getting wrong. Join the National Cherry Festival's Volunteer Manager Jessica Schlimme for this important session that will provide attendees with a wide variety of ideas including: Volunteer Recruitment, Training, and Retention.

"Do You Need Money for Your Event? The Michigan Soybean Promotion Committee has an opportunity for you!" ~ Kathy Maurer
Michigan Soybean Promotion Committee - The MSPC is offering a 50% reimbursement funding, up to \$5,000 for fairs and festivals who have an agriculture component and are using soy products. The program is easy to apply for. Don't miss out on helping your fair go green to make some green.

Sponsorship Updates~ Brittney Hoszkiw A full calendar of events can turn into a neighborhood of businesses that feel nickel and dimed out of future participation. Pre-planning and coordination can literally turn into dollars for your organization. In this session, review how to expand your event specific sponsorship program into an annual campaign that allows you to work smarter and not harder and end up with more money in the bank.

10 Steps for Planning an Event ~ Chris Kibit - Lots of networking...Q & A

Board Development 101 – Board PLUS 101 ~ Larry Nielsen - There are fundamental people, organizational and process skills necessary for a healthy Board to function. It starts before you agree to serve on a board; or the flip side, before you decide to recruit someone to the Board. Sadly, it never ends. This session will explore all three necessary to have a great Board of Directors. The second half of the session builds on the prior session but delves more deeply into dysfunctioning boards, problem members, trouble with committees and methods to get the team back on track. After all, you are responsible for how well your Board functions!

Gaming Guidelines, Fundraising and more ~ Kathie Oviedo - This session will focus on new charitable gaming strategies that involve working together to rejuvenate bingo, charity game tickets, and raffles. This session will also include discussion on best practices, improvement of the charitable gaming activities, use of technology, effective rule and regulation changes, and innovative ideas for continued success.

2015 MFEA Spring Educational Seminar Agendas

<p>EOB CONFERENCE CENTER - OAKLAND COUNTY - BUILDING 41 WEST 2100 PONTIAC LAKE RD. - WATERFORD, MI 48328</p> <p>-----</p> <p>THURSDAY, APRIL 23, 2015</p> <p>8:00 - 8:45 Registration & Coffee sponsored by Oakland County Economic Development & Community Affairs and Pepsi</p> <p>8:45 - 9:00 Welcome & Introductions</p> <p>9:00 - 11:45 Board Development and Board Plus Larry Nielsen</p> <p>12:00 - 1:00 Lunch "Do You Need Money for your Event? The Michigan Soybean Promotion Committee has an opportunity for you!", Kathy Maurer</p> <p>1:00 - 1:45 Gaming Guidelines, Fundraising and more Kathie Oviedo</p> <p>1:45 - 3:30 Sponsorship Updates, Brittney Hoszkiw</p> <p>Conference Rooms sponsored by Oakland County Economic Development & Community Affairs</p>	<p>ZEHNDERS OF FRANKENMUTH Town Hall and Keeping Room 730 S. Main Street Frankenmuth, MI 48734</p> <p>-----</p> <p>FRIDAY, APRIL 24, 2015</p> <p>8:00 - 8:45 Registration & Coffee sponsored by Frankenmuth Convention and Visitors Bureau, Frankenmuth Chamber of Commerce and Pepsi</p> <p>8:45 - 9:00 Welcome & Introductions</p> <p>9:00 - 11:45 Board Development and Board Plus Larry Nielsen</p> <p>12:00 - 1:00 Lunch "Do You Need Money for your Event? The Michigan Soybean Promotion Committee has an opportunity for you!", Kathy Maurer</p> <p>1:00 - 1:45 Gaming Guidelines, Fundraising and more Kathie Oviedo</p> <p>1:45 - 3:30 Sponsorship Updates, Brittney Hoszkiw</p> <p>Conference Rooms sponsored by Zehnders of Frankenmuth</p>
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Registration

Membership/Organization Name _____

Attendees Name _____

Mailing Address _____ **City** _____ **State** _____ **Zip Code** _____

Phone _____ **Email** _____

Special Dietary Needs _____

(Includes lunch & Breaks) per seminar date

all programs subject to change

Please choose date (s) you will be attending:

- Monday April 13 –Gaylord \$50** _____
- Tuesday April 14-Sault Ste. Marie \$50** _____
- Wednesday April 15– Marquette \$50** _____
- Thursday April 23--Waterford \$50** _____
- Friday April 24--Frankenmuth \$50** _____

Payment Options

Total Amount: _____

Check/Money Order Enclosed made payable to : **MICHIGAN FESTIVALS & EVENTS**

Please Invoice Attention _____

Visa MasterCard Discover

Card # _____ **Exp Date** _____ **CC Billing Zip Code** _____

Signature _____

Please make additional registration forms as necessary



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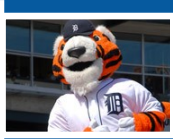
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