

Celebrate Fairfax, inc.
Celebrating Fairfax County and its Communities

presents the 5th annual

EVENTS101

Saturday, February 10, 2007

9:00a.m. – 3:30 p.m.

Fairfax County Government Center

What is EVENTS101?

Events 101 is a one-of-a-kind workshop for people who plan public festivals, events and other programs.

As accessible and informative for volunteer event producers as it is to seasoned event professionals, Events101 delivers in-depth educational sessions on the nuts and bolts of community event planning.

What's New in 2007?

Now in its fifth year, Events101 has provided more than 400 planners of events with the tools to be successful in developing community-based programming.

New in 2007 is a special "Events201" track, featuring sessions targeted to those with advanced knowledge or complex event planning needs.

Additionally, Events101 producer Celebrate Fairfax, Inc. is proud to partner with the Virginia Festivals & Events Association (VFEA) for a special 2-day option to include VFEA's annual workshop on Friday, February 9th. That workshop is themed "The Art of Communication" and will focus solely on topics related to Public Relations, Communications, Media Partnerships and Event Marketing. Information on this program can be found at www.VFEA.com; attendees may sign up for a special discounted rate by registering for both programs together on the VFEA website.

And There's More?

Events101 is not only a workshop, but continues to be a valuable resource well after the program has concluded.

Aside from the educational sessions and incredible networking opportunities, Celebrate Fairfax, Inc. provides all participants with a special Event Planners' Resource Manual. This comprehensive workbook is a guide through the do's, don't's and how-to's of producing a public program, festival or other special event, and can only be obtained through Events101 attendance.

How Can I Sign-up For EVENTS101?

Events101 enrollment runs through January 26th; however, space is limited and will be allotted on a first-registered basis. A complete workshop schedule and registration form are attached in this packet; if you have any questions, please contact Celebrate Fairfax, Inc. President Barry Feil at 703-324-5315 or at barry.feil@fairfaxcounty.gov. Additional information can also be found at www.events101.org.

Note: there is a \$10 discount for additional Events101 attendees from within the same organization.

Who is Celebrate Fairfax, Inc.?

Events101 is produced by Celebrate Fairfax, Inc. (CFI), producer of the annual Celebrate Fairfax! and Fall for Fairfax festivals at the Fairfax County Government Center.

Recently awarded four Pinnacle Awards by the International Festival & Events Association, CFI has a mission of "The Celebration of Fairfax County and its Communities."

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SCHEDULE OF SESSIONS

Sessions are subject to change

- 8:30 a.m. Registration & Continental Breakfast**
- 9:00 a.m. WELCOME & WORKSHOP OVERVIEW**
- 9:20 a.m. SESSION BLOCK ONE: CONCURRENT SESSIONS**
- EVENT BASICS
Creating an Effective Event Planning Timeline
- PR/COMMUNICATIONS
Tools for Public Speaking About Your Organization & Events
- EVENTS 201: EFFECTIVE MANAGEMENT
Operating Non-Profit & Community Events with Business Efficiencies
- 10:10 a.m. Break (Snacks & Coffee)**
- 10:20 a.m. SESSION BLOCK TWO: CONCURRENT SESSIONS**
- PR/COMMUNICATIONS
PR Campaigns on a Limited (or No!) Budget
- SPONSORSHIPS/FUNDRAISING
Creating a Sponsorship Program from Scratch
- PROGRAMS & OPERATIONS
Working with Amusement Companies, Carnivals & Attractions
- EVENTS 201: COMMUNITY IMPACT
Assessing Impact on Your Community & Stakeholders & Using that Information for Future Successes

REGISTRATION DEADLINE: January 26, 2007

**Only \$49 for Fairfax County Government Employees
and \$39 for additional registrants
of the same agency or department!**

www.Events101.org

703-324-5315

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11:15 a.m.

SESSION BLOCK THREE: CONCURRENT SESSIONS

ENTERTAINMENT PROGRAMS

Great Entertainment on a Budget

FUNDRAISING EVENTS & CELEBRATIONS

The Basics of Black-Tie & Fundraising Events

DIVERSITY PROGRAMMING

Best Practices: Showcasing Our Diverse Communities

EVENTS 201: CONTRACTS & RISK MANAGEMENT

Understanding, Writing & Negotiating Contracts without a Law Degree

12:15 p.m.

Networking Lunch

1:00 p.m.

**SESSION BLOCK FOUR: Round Table Discussions
(Topics Subject to Change)**

- Affordably Limiting Risk & Liability
- Recruitment and Managing of Event Food Vendors
- Affordable Promotional Items and Give-A-Ways
- Incorporation of Americans with Disabilities Act Guidelines
- Effective Signs and Banners
- Volunteer Recognition Programs
- Techniques for Better and Safer Cash Handling Operations
- Family Friendly Programming for Festivals & Events
- Developing ROI (Return on Investment) Packets for Sponsors and Stakeholders
- Ask an Expert – Small & Community Based Events
- Ask an Expert – Larger Festivals and Events
- Recruiting & Managing Interns
- Best Practices: Overcoming Challenges in Recruiting and Keeping Staff
- Creating and Managing an Exhibitor Program
- Steps for Successful Beer Operations

2:00 p.m.

SESSION BLOCK FIVE: CONCURRENT SESSIONS

EMERGENCY PREPAREDNESS

Emergency Planning for Smaller Events

OPERATIONS PLANNING

Avoiding Surprises and Hidden Costs in Event Planning

EVENTS 201: SPONSORSHIPS/FUNDRAISING (Session Begins at 1:30 p.m.)

Developing Advanced Sponsorship & Fundraising Initiatives

3:00 p.m.

Wrap-Up and Networking - Ben & Jerry's Ice Cream Sundae Party

EVENTS101

Featured Presenters

More than 30 guest speakers and presenters will be on-hand for **Events101**, each an expert within their field. Among those confirmed to participate:

- Larry Landolt, Executive Director, EventZone, Roanoke, VA
- Tom Kwiatek, CFEE, Principal, SponsorLink, Bethlehem, PA
- Denise Marshall Roller, Event Manager/Development Director, Arlington County Cultural Affairs, Arlington, VA
- Dr. Margaret J. Daniels, Assistant Professor, George Mason University School of Recreation, Health & Tourism, Fairfax, VA
- Dennis Lynch, President, Shenandoah Valley Music Festival, Woodstock, VA
- Gail Condrick, Director, Fairfax County Department of Cable Communications and Consumer Protection
- Barry Feil, President & CEO, Celebrate Fairfax, Inc., Fairfax, VA
- Marion Myers, President, Myers Public Relations, Reston, VA
- Gene Walker, Fair Chairman, Montgomery County Agricultural Fair, Gaithersburg, MD
- Brooks Grady, Co-CEO/Owner, Fantasy World Entertainment, Prince Frederick, MD
- Scott Fridy, Director of Performing Arts, Arts Council of Fairfax County, Fairfax, VA
- Charlotte Anders, President, Virginia Festivals and Events Association, Hampton Roads, VA
- Jennifer Kalka, Senior Associate, Booz Allen Hamilton, McLean, VA
- Sousan Frankenbourger, Manager, Events & Volunteer Services, Fairfax County Park Services Division, Fairfax, VA
- Mira J. Koplovsky, Esq., Associate, Dow Lohnes, PLLC, Washington, DC
- Greg Carlson, Vice President of Sales, ID America, Chesapeake, VA
- Holly Poppo, Performing Arts Special Events Supervisor, Town of Herndon Parks and Recreation, Herndon, VA
- Maryann Sheehan, Administrator, Fairfax County Grants & Funding Research Center, Fairfax, VA
- Jeanne Phelps, Starbucks Account Manager, Passage Events, Seattle, Washington



Saturday, February 10, 2007

Fairfax County Government Center

12000 Government Center Parkway, Fairfax, Virginia 22035

703-324-3247

REGISTRATION DEADLINE IS JANUARY 26, 2007

Participant Registration Form

Organization/Agency:			
Address:	City:	ST:	Zip:
Phone:	Fax:		

Registrant Information:

Name:	
Direct Phone:	Email:

Name:	
Direct Phone:	Email:

Name:	
Direct Phone:	Email:

For additional registrants, please attach a separate sheet.

Payment Information

Fees (includes snacks & lunch):

Qty	Type of Registration	Fee
	Non-profit organizations and community groups serving Fairfax County	\$49.00
	Government Agencies serving Fairfax County	\$49.00
	For-profit businesses & non-Fairfax County organizations	\$69.00
	Student Rate (for full-time students)	\$29.00
	Discount for each additional registrant from same organization/agency	(\$10.00)

Payment Method: Check (Payable to Celebrate Fairfax, Inc.) **Total Due: \$** _____
 Visa Mastercard Discover American Express

Card #: _____ Exp Date: _____

Authorized Signature: _____

Return this form to:

Celebrate Fairfax, Inc., 12000 Government Center Parkway, Suite 247, Fairfax, VA 22035

If paying by credit card, you may also fax your registration to 703.222.9784

For more information, call 703.324.5311 or visit www.events101.org

No refunds after January 20, 2007

How did you hear about Events101?: _____