

Educational & Networking Event
April 8, 2010
9:30 am - 3:30 pm
Fairfield Inn & Suites by Marriott, Lake City

- 9:30 am - 9:45 am Welcome/Introductions
- 9:45 am - 11:45 am **STOP Selling Sponsorships**
Presenter: Greta Schulz, President/CEO, Proactive Training & Consulting
Is your event challenged by how to sell sponsorships? Why is it so difficult? Why do we feel we have to discount our assets? Why don't we feel like we have any control over the selling process? Learn how to sell more effectively in today's market. Learn the importance of "selling naked" and why the first meeting should be nothing more than an information gathering meeting. Learn to ask the right questions to help sponsorships "buy" from you and how to STOP SELLING. Sponsors love to buy: they hate to be "sold." And, lastly, learn that "NO" is okay.
- 11:45 am - 12:00 pm Break
- 12:00 pm - 1:00 pm Lunch/Roundtables (Challenges or Successes)
Moderator: Rosemary Prince
- 1:00 pm - 2:15 pm **Creating a Five-Star Internship**
Presenter: Event Management Certificate Program Coordinator, FSU
This interactive session will guide you through the process of developing a five star internship for your agency, allowing you to tap into the energy and enthusiasm of today's university students.
- 2:15 pm - 2:30 pm Break
- 2:30 pm - 3:30 pm **How to Create a Successful Promotion**
Presenter: Christi McCray, Director of Promotions, VISIT FLORIDA
This presentation will focus on tried and true techniques that have assisted VISIT FLORIDA's Promotions team in executing solid promotional programs for its Partners over the years. You will learn why making promotions a part of a business's marketing mix is so critical, especially in these challenging economic times. You will also learn how these techniques can be adjusted to suit the needs of any business. Items covered will include:
- How to develop solid promotional packages.
 - How to identify the best promotional media contacts to partner with.
 - Coordinating a successful promotion from start to finish.
 - How to partner with other businesses in your area.