

**Florida Festivals and Events Association**

**Educational & Networking Event**

**March 19, 2010**

**9:30 am - 4:00 pm**

**VISIT FLORIDA®, 2540 W. Executive Center Circle, Suite 200 (2nd Floor), Tallahassee**

- 9:30 am Welcome, Introductions, Ice Breaker
- 9:45 am – 11:15 am Sponsorship 2010: Tough Questions, Tough Answers for Tough Times...and Reasons for Optimism!!!
- Presenter: Darrell Stefany, President EventFest, Inc.
- 11:15 am – 11:30 am Networking Break
- 11:30 am – 12:30 pm Lunch/Roundtable Discussions
- 12:30 pm – 2:30 pm What is Social Media? Why Should I Care?
- Presenter: Mande White, Head Social Media Coach,  
FreeSocialMediaHelp.com
- 2:30 pm – 2:45 pm Networking Break
- 2:45 pm – 4:00 pm Mapping Your Next Adventure: Engaging Baby Boomers and Seniors in Volunteerism
- Presenters: Tom Linley and Mary Register, Governor's Commission on Volunteerism and Community Service
- 4:00 pm Closing