

# Event Management SCHOOL



January 22–26, 2012

Presented In Partnership by:



Festivals and events have become a valuable resource to communities, states, regions, and even countries. Over time, events have changed from informal affairs to spectacular productions, demanding extensive skills and experience. As a result, the International Festivals & Events Association and the National Recreation and Park Association—together with the Oglebay National Training Center in West Virginia, created the Event Management School.

## The Program

This two year program is designed to help everyone from the beginner in the field to the director level.

### ■ YEAR I TOPICS:

#### ★ Reality Check: Defining Your Event

Most people have no understanding of what is involved in producing successful events. Before you begin, this overview will help you to understand what you are getting into and why. This course will discuss the importance of feasibility studies, business plans, and other valuable resources.

#### ★ Understanding Potential Programming Components

Most festivals and events are made-up of a number of internal events within the larger umbrella event. This session will provide an overview of the many potential programming components and directions to be considered when developing events such as:

- Concert performances.
- Non-stage entertainment.
- Parades.
- Fireworks.
- Carnivals.
- Air shows.
- And more.

#### ★ The Business Side of Events

Event Management is about much more than “Hey, kids, let’s put on a show!” This section will cover the critical business side of a successful event, including: Budgeting, business processes, legal obligations, protecting your event and interacting with business partners on a daily basis.

## The Schedule

### Sunday, January 22

- 3:00 – 5:00 pm . . . . . Registration
- 5:00 – 6:00 pm . . . . . Orientation
- 6:00 – 8:00 pm . . . . . Welcome Social and Dinner

### Monday, January 23

- 8:00 am – 12:15 pm . . . Class
- 12:15 – 1:45 pm . . . . . Lunch
- 1:45 – 5:45 pm . . . . . Class

### Tuesday, January 24

- 8:00 am – 12:15 pm . . . Class
- 12:15 – 1:45 pm . . . . . Lunch
- 1:45 – 3:00 pm . . . . . Class
- 3:00 – 5:45 pm . . . . . Oglebay Festival of Lights Tour

### Wednesday, January 25

- 8:00 am – 12:15 pm . . . Class
- 12:15 – 1:45 pm . . . . . Lunch
- 1:45 – 5:45 pm . . . . . Class

### Thursday, January 26

- 8:00 am – 12:15 pm . . . Class
- 12:15 – 1:45 pm . . . . . Lunch
- 1:45 – 5:45 pm . . . . . Class
- 6:00 – 8:00 pm . . . . . Graduation Banquet

To find out more information please visit:

[www.NRPA.org](http://www.NRPA.org)  
800.626.NRPA (6772) 7-1-1 for speech and hearing impaired

[www.IFEA.com](http://www.IFEA.com)  
+ 1. 208.433.0950

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### ★ Building an Event Team

An event manager is only as successful as the team they build around them. From the board, staff, and committees to vendors and suppliers, this section will cover the relationships that you will need to foster on your internal management team and external resources team.

### ★ Creating and Managing an Effective Volunteer Program

Volunteers put the ‘community’ in ‘community events’ and some events have legions of dedicated workers who bring valued skills to the table while keeping costs to a minimum. This section will cover critical components of a successful volunteer program through recruiting, training, management, communication, retention, and rewards.

### ★ Sponsorship / Sponsor Service

There are very few events today that can operate without sponsorship support, but successful sponsorship doesn’t just happen. This section will help you to understand sponsorship and sponsor service, including:

- Asset/benefit identification.
- Pricing and proposals.
- Research, targeting and customization.
- Marketing materials and contracts.
- Sales meetings.
- Follow-thru.
- Sponsor service.

### ★ Non-Sponsorship Revenue Programs

A successful event cannot have all its financial eggs in one basket. This section will cover the primary non-sponsorship revenue programs that you are likely to depend on to generate non-sponsorship revenue such as:

- Food and beverage.
- Event merchandise.
- Entry fees.
- Specialty revenue.

### ★ Marketing and Mediums

Today’s marketplace has created a host of marketing options and mediums to choose from: traditional, social and creative, but which ones are right for your event and how do you best use them to your benefit? Learn how to develop:

- Marketing plans.
- Traditional media sponsorships.
- On-line expectations.
- Creative and functional options.

### ★ Event Operations

Learn strategies and tactics to managing the overwhelming package of considerations that comes with event operations. All dependent on one another, this section will cover all of the ‘on-site’ considerations of an event, including:

- Infrastructure needs.
- Site design and event ‘flow’.
- Attendee and support services.
- Life safety and legal expectations.

### ★ Surveys and Evaluations

No event is complete until the last survey and evaluation is in. This is the first step in making future events successful. This section will teach you how to do evaluations that will yield valuable results with low cost. Learn about attendee surveys, sponsor, vendor, entertainer, and volunteer evaluations, as well as economic impact surveys.

### ★ Oglebay Winter Festival of Lights and Annual Resort Events

This Behind-the-Scenes tour of America’s largest light show and other annual events staged by the Oglebay Resort event team, will allow Event Management School students an insiders look at a successful event program in-action.

#### ■ YEAR II TOPICS:

Year II takes the entire process to the next level and adds many new critical elements such as:

- > Time Management
- > Event Design
- > Controlling the Event Experience
- > Board Governance
- > Financial Management
- > Brand Building
- > Community Outreach
- > Contingency Planning
- > Creating Sustainable Events
- > Building Accessible Events
- > Maximizing Event Technology
- > Programming Considerations
- > Behind-The-Scenes Opportunities



**National Recreation and Park Association**

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## ■ YEAR II TOPICS (Coming in 2013)

### ★ Time Management

Anyone with first-hand festival and event management experience clearly understands the importance of maximizing your time management skills, allowing you to better manage the multiple tasks and function areas demanding your attention.

### ★ Designing & Controlling the Event Experience

The event 'experience' for attendees must be planned from start to finish, providing a safe, attractive, fun and easily navigatable environment. Whether they are aware of it or not, attendees will be impacted by details covered in this section, such as these and many others:

- Quality and creativity.
- Signage and decorations.
- Transportation and parking.
- Information and services.
- 'Customer' service.
- Photo stops and character opportunities.
- Participant events.
- Unexpected moments.

### ★ Run it Like a Business

Behind the 'fun', every successful event is a successful business. This section will cover some of the key and critical business areas that event managers must be aware of, including:

- Financial management.
- Human resources.
- Board governance.

### ★ Maximizing and Strengthening Revenue Resources

This follow-up to Year I will explore even more opportunities and considerations for ensuring the growth and success of your revenue resources.

- Sponsorship sales/Sponsor service programs.
- More non-sponsorship revenue generators.

### ★ Brand Building and Power Marketing

Beyond traditional marketing, you must begin to establish, protect and strengthen your brand at every opportunity. This section will cover important relationships and opportunities that will help you to do that.

- Tourism partnerships.
- Industry exchanges and recognition.
- Name and mark style, use and protection.

- Speakers Bureau.
- FAQ Resources.
- Creating the "hype" around your event.
- 'Award Winning' events.

### ★ Year-Round & Community Outreach Programs

Keeping an event in the public-eye throughout the year can help with marketing efforts, volunteer recruitment, sponsor sales, public relations, and elevate your organization as a leading corporate citizen in your community.

- School programs.
- Cause Tie-ins.
- Competitions and Auditions.
- Support of other events and organizations.

### ★ Contingency Planning

Preparing for the unexpected and uncontrollable is a specialty of event management professionals and while it can often go unnoticed and unused, when needed these important preparations cannot be valued highly enough.

- Potential problems and proper response.
- Understanding event insurance needs.
- Emergency communications plan.

### ★ Sustainable Events

We live in a new world, where everyone must play an active and visible role in protecting our natural resources. This section will cover the many options, from basic to extreme, available for playing your own role in the equation.

- Green programs/opportunities.
- Green realities.
- Defining a sustainable event plan.
- Recruiting local assistance.

### ★ Building an Accessible Event

Making your event accessible to all audiences isn't just a nice thing to do; it's an expectation. This section will help you to understand your legal obligations and how to make your event welcoming for everyone.

- Understanding ADA requirements.
- Seeing your event through other's perspectives.
- Recruiting local assistance.



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★ **Maximizing Technology in Event Planning and Management**

“We’re not in Kansas anymore, Toto.” Technology has changed our world and our events as well. This section will cover how to take advantage of technology to make your event better, easier, more efficient and more fun for everyone.

- Planning and operations.
- Marketing and communications.
- Management and administration.
- Tracking and databases.
- Audience participation and access.

★ **Event Ticketing & Entry Options**

A critical area of revenue, and also of potential frustration, this section will cover the most effective ticketing and entry considerations for your event venues.

- On-line.
- On-site.
- Packaging and pricing.
- Promotions and control.

★ **A ‘Deeper Dive’ into Individual Programming Components**

Year I students will have an opportunity to select three to four specific programming components that will be expanded upon in greater detail by leading event professionals in those specific areas.

★ **Inside City/Parks/Event Partnerships: Case Studies**

Individual case studies of selected and successful city/parks event partnerships will be presented by those with first-hand knowledge, providing a unique look at what successful event management programs look like from the inside-out.

★ **Behind-the-Scenes Tour**

Year II students will have a unique Behind-the- Scenes opportunity provided by a current, industry-leading events organization.

**Who Should Attend:**

- > Current event management staff looking to broaden their knowledge base while enhancing their professional networks.
- > Parks and Recreation managers and staff.
- > Those new to the Event Management field.
- > Event Management students looking to strengthen their professional resumes.
- > Key event volunteers looking to expand their capabilities.

**Instructors:**

The foundation of the Event Management School is built upon the knowledge and first-hand experience of the instructors. Each instructor is carefully selected based upon their subject matter expertise, contribution to the field, and leadership in the professional event management community.

- > Kentucky Derby Festival
- > (Indianapolis) 500 Festival
- > Pasadena Tournament of Roses
- > Walt Disney
- > and many others.

**Location:**

A healthy community provides synergy between the natural and built environments and its citizens. Oglebay Resort and Conference Center provides the perfect balance that facilitates learning. Oglebay is a unique, 1700-acre, year-round resort with exceptional beauty and abundant recreational activities. The resort has seven specialty shops, a zoo, gardens, museums, fishing, tennis, stables, skiing and miles of walking trails. You can expect great hospitality and service at Oglebay. The resort has been in the management school business for over 30 years and currently operates and hosts over ten major schools in the leisure industry. Oglebay is 55 miles from Pittsburgh International Airport.



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## REGISTRATION FORM

### Email, Mail or Fax this form to:

The National Training Center for Public Facility Managers at Oglebay Resort & Conference Center

465 Lodge Drive, Wheeling, West Virginia 26003

Phone: (304) 243-4126 • Fax: (304) 243-4106 • E-mail: ntc@oglebay-resort.com

### GENERAL INFORMATION

FULL NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

NAME (AS YOU WISH IT TO APPEAR ON YOUR BADGE) \_\_\_\_\_

COMPANY/AGENCY: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP/POSTAL CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

ARRIVAL DATE: \_\_\_\_\_ DEPARTURE DATE: \_\_\_\_\_

For any special needs or accommodations, please contact Oglebay at (304) 243-4126.

### METHOD OF PAYMENT:

A check, purchase order or credit card for the full package amount must accompany this form in order to complete enrollment. When paying with a credit card, the package amount will be charged to your card upon receipt of registration. You will receive confirmation from the Oglebay Wilson Lodge.

Note: The balance in full must be paid prior to arrival.

- Check: Made payable to:  
**Wheeling Park Commission**
- Purchase Order: # \_\_\_\_\_
- Credit Card:
  - VISA  MasterCard
  - American Express  Discover

CREDIT CARD NUMBER \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_

CVC SECURITY NUMBER \_\_\_\_\_

CARD HOLDERS NAME \_\_\_\_\_

### PACKAGE PRICES

#### SINGLE PACKAGE – NRPA/IFEA MEMBER

NRPA/IFEA Member Tuition Rate . . . . . \$ 700.00

Premium Lodging Package . . . . . \$1,019.65

Standard Lodging Package . . . . . \$ 851.65

*(WV Taxes are included in the Lodging Package)*

#### SINGLE PACKAGE – NON-MEMBER

Non-Member Tuition Rate . . . . . \$ 850.00

Premium Lodging Package . . . . . \$1,019.65

Standard Lodging Package . . . . . \$ 851.65

*(WV Taxes are included in the Lodging Package)*

Single Occupancy Premium Rate:  NRPA/IFEA Member: \$1,719.65  Non-Member: \$1,869.65

Single Occupancy Standard Rate:  NRPA/IFEA Member: \$1,551.65  Non-Member: \$1,701.65

Early arrival on Saturday available. | Additional cost: \$160.16

Premium Rooms in the new wing of Wilson Lodge are assigned on a first-come, first-serve basis. Please visit our website at [www.oglebay-resort.com](http://www.oglebay-resort.com) for Premium Room descriptions.

#### PACKAGE INCLUDES:

- 5 nights lodging
- Breakfast and Lunch Monday through Thursday
- Sunday reception and dinner
- Thursday evening recognition reception and dinner
- Beverage Tickets
- Coffee/Beverage Breaks Daily
- Friday continental breakfast

**CANCELLATION POLICY:** A cancellation fee of \$100 will be charged for cancellation at any time up to 30 days prior to the school; 30 to 7 days prior to the school, 50% will be charged; and with 7 days or less notice, no refund will be issued.

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