



Preliminary
PROGRAM
March 6 - 8, 2025
Houston, Texas

THURSDAY, MARCH 6

4:00 PM - 4:45 PM **Kick-Off Connection** sponsored by **Saffire**: Energizing the Conference Ahead
David Grindle, IAFE President and CEO | Ken Karns, IAFE Board Chair

4:45 PM - 6:00 PM Connections, Appetizers & Drinks

FRIDAY, MARCH 7

8:15 AM - 9:00 AM Breakfast Provided

9:00 AM - 10:00 AM **Opening Session:** Inspiring Speaker - **Marcia Bruno-Todd**

10:15 AM - 10:30 AM Break

10:30 AM - 11:45 PM **Educational Sessions:**

- **#130 Agriculture Programming-Competitive Exhibits** - Jen Cannon, Iowa State Fair - Sponsored by the IAFE Education Foundation
- **Crisis Compass: Navigating the Unexpected** - Anne Kimmey & Lindsay Utter, Cultivate Agency

11:45 AM - 1:00 PM **Lunch Session** (lunch provided): *Work Smarter, Not Harder* - Alicia Shoults, Ohio State Fair

1:15 PM - 2:00 PM **Educational Sessions:**

- **From Vision to Viral, Part 1: Mastering Creative Content** - Steve Mullen, Tulsa State Fair
- **Operations Blueprint: Building Safe and Smooth Events**

2:00 PM - 2:45 PM Refresh for Onsite Experience

2:45 PM - 3:00 PM Load Bus and Depart for Houston Livestock Show and Rodeo - Transportation Provided by **GETZ**


 **6:45 PM** Rodeo Houston and Concert: RCS Midway Tour with Leadership upon Arrival

9:45 PM Depart Houston Livestock Show and Rodeo for Hotel (definitive time TBD)

SATURDAY, MARCH 8

8:30 AM - 9:15 AM Breakfast Provided, **Panel Discussion: Fill the Void: Turning Lulls into Highlights**
Amanda Blair, Tulsa State Fair | Matt Buchanan, Williamson County Fair | Jessica Bybee-Dziedzic, Saffire

9:15 AM Break

9:30 AM - 10:15 AM **Educational Session:** • **AI Promptology: Crafting the Perfect AI Query**
Steve Richo & Justin Horvath, Noise New Media

10:15 AM Break

10:30 AM - 11:15 AM **Educational Sessions:**

- **From Vision to Viral, Part 2: Launching Your Content** - Jessica Dvorak, Marketing Consultant
- **Thank You Matters: Strengthening Stakeholder Bonds** - Michelle Helm, Tulsa State Fair

11:35 AM **Gratitude and Goodbye: Conference Conclusion and Business Meeting**

12:00 PM **Mission Accomplished: Closing the Conference With Impact**

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