



## 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 
-  **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**

**THANK YOU TO  
OUR SPONSORS!**



**NORTH AMERICAN MIDWAY**  
ENTERTAINMENT

**NOISE**  
NEW MEDIA

**HUB**



*Saffire*

**WEBSTER  
ENTERPRISES**

**ShoWorks**

**TRIANGLE TALENT**