



EVENT INNOVATORS CONFERENCE EDUCATIONAL SESSION SCHEDULE

SESSIONS – SUNDAY, JANUARY 29

OPENING KEYNOTE 1PM LAKEVIEW

PRESENTED BY: Carolina Pine Consulting

Julie Beck, Diane Reed, Dr. Shelly Myers Hinson

Let Your Soul Roar: Getting Revved Up For 2023



Join the pit crew from Carolina Pine Consulting for a high-energy, interactive experience that is sure to help you get reconnected, reenergized, and refocused. Expect humor, actionable advice, and relatable personal stories crafted from the presenters' own large event-planning experiences. Leave knowing you will be ready to win any race after making a commitment to: direct your thoughts and energy toward success; take action; overcome roadblocks; connect with fellow conference attendees.

Carolina Pine Consulting We are Diane, Julie and Shelly. We have 90 combined years of experience in higher education. Together, we are world travelers, spouses, community volunteers, mentors, event planners, parents, animal lovers, professors, tech geeks, writers, photographers, sisters, and clowns. We are purpose-driven, yet open to change; fun, yet serious; and detailed, yet flexible. We can be silly and professional at the same time. We strive for excellence while learning from our mistakes. We have spoken to hundreds of people at one time and advised individual people hundreds of times. We have each served as Presidents of the NC College Personnel Association. We look forward to helping members of NCAF&E get REVVED UP for 2023 and beyond.

SESSION A – 2PM LAKEVIEW

Don't Let Your Budget Control Your Outcome

Presenter: Keli O'Neill, O'Neill Events



Tips on how we make sure our events survive as costs continue to rise.

CEO and President of O'Neill Events & Marketing, Keli is the creator and orchestrator of many of Kansas City's most successful civic, corporate and entertainment events. Keli has a true and deep understanding of the city and over twenty years of experience working around – and managing – special events and attractions, from press conferences, shows and concerts, to important political campaigns and sporting contests. O'Neill Events & Marketing is behind many of Kansas City's signature events and festivals, including Boulevardia, Kansas City Irish Fest, KC Air Show, the 2017 WWI Centennial Celebrations.

SESSION B – 2PM GLENWATERS

How to Increase Event Revenue through Sponsorships

Presenter: Spencer Ingle, EVENTENY



Spencer Ingle is a Software Sales Specialist at Eventeny and a Charlotte native. He has spent the last 5+ years in sales and event management, with a focus on growth and customer relations.

SESSION A – 4PM LAKEVIEW

The Pearl: Grit to Grace - A Follow-Up to the Keynote Address

Presenter: Carolina Pines Consulting

Like the piece of grit that becomes a pearl, wisdom, sense of self, and clarity of purpose can arise from years of tackling tough situations. The key is to face these challenges with grit and grace. Maya Angelou wrote, "As you grow older, you will discover that you have two hands, one for helping yourself, the other for helping others." We call the hand used for helping oneself, grit; the one for helping others, grace. Join this session as we explore grit, the passion and perseverance to thrive, and grace, the act of empathy, compassion, and forgiveness. Personal stories, opportunities for discussion and self-reflection, and current research will be used to uncover ways we use grit and grace to thrive.

SESSION B – 4PM GLENWATERS

Taking your Social Media Skills to New Heights

Presenter: Liz Hynes, 57 Marketing



Let's talk about social media trends for 2023, where you should focus your marketing efforts, and ANY questions you have. Seriously, BRING your QUESTIONS, we'll have an educational discussion with takeaways for everyone.

Liz has worked in the marketing and advertising industry for over 25 years. From sports marketing to large scale concerts, to radio and TV, to launching brands, to digital and social media, she's covered quite a bit! Her passion is helping local businesses grow by expanding their digital footprint and understanding all the tools at their fingertips in this social media world. Liz has lived in 8 states, enjoys spending time with her husband Brad and loves to travel.

SESSIONS – MONDAY, JANUARY 30

SESSION A - 9AM LAKEVIEW

Creativity and Community Workshop

Presenter: Carolina Pines Consulting

Feel like your creative mojo is on the fritz? Hoping to make connections with other professionals? Join this unique interactive workshop that combines creativity boosters and networking opportunities. Whether you consider yourself to be innovatively challenged, a creativity guru, an introvert, an extrovert, or an ambivert, this workshop is for YOU! Come ready to play!

SESSION B - 9AM GLENWATERS

MASCOT MANIA

Presenter: Theresa Mathis, City of Wilson and NC Whirligig Festival

Having a friendly mascot to represent your event is great! They look awesome in photos, on social media and give a unique hometown feel to your festival. But once you have a volunteer stuffed inside, what do you do? The NC Whirligig Festival introduced two mascots for the first time in 2022 and learned a lot of lessons – some of them the hard way! Join a discussion, hear some tips and learn methods for increasing the use of your mascot. If you have a mascot, come share your knowledge and help those just getting started.



Theresa started event planning in higher education as part of Student Activities, Admissions, Orientation and New Student Programs. After more than a decade of being on college campuses, she moved into community programming. Coordinating concerts, holiday celebrations, award events, Special Olympics, and other large scale public events. She volunteers as the director for the NC Whirligig Festival, the largest event held annually in historic downtown Wilson.

SESSION A - 10AM LAKEVIEW

Festival Commerce: Where Do We Start? Identifying What Will Work for Your Event. Presenter: Keli O'Neill, O'Neill Events

In this session, we'll discuss festival commerce options including POS vs cash vs tokens vs tickets. Cashless - how to do this? And RFID.

SESSION B – 10AM GLENWATERS SERVING ALCOHOL ... IT'S A BIG RESPONSIBILITY

Presenter: Charlie Fuller, Alcohol Management, LLC



The NC Alcoholic Beverage Control Commission takes the responsibility of selling alcohol very seriously, and you should, too! This session will provide festival & event planners a solid understanding of the laws and regulations that must be adhered to when selling or serving alcohol. There will also be a preview of the Responsible Alcohol Training Program available as a training tool for vendors and volunteers.

Charlie Fuller currently serves as Vice President of Alcohol Management, LLC. Charlie recently retired from the NC ABC Commission after 18 years of service. Charlie worked as an Information and Communication Specialist in the Education and Training Division and as a Compliance Office in the Audit Division. Charlie has trained thousands of employees and volunteers in responsible beverage service in North and South Carolina. Charlie has provided alcohol risk management consulting to colleges and universities throughout the state. Charlie was a frequent guest speaker at numerous associations on ABC laws and regulations.

SESSION C - 10AM WALDEN ECONOMIC IMPACT OF FESTIVALS & EVENTS

Presenter: Marlise Taylor, Visit NC



Events continue to be an important economic driver, but just how much impact does your annual festival contribute to tourism? Marlise Taylor (VisitNC) will provide an

overview of the importance of measuring your impact and how to do it. In this session you will learn about the value of measuring your event's impact, data collection methods, the basics of survey design, and strategies for getting reliable data

Marlise Taylor has been Director of Tourism Research for Visit North Carolina (formerly the NC Division of Tourism, Film and Sports Development) since 2005. Prior, she was Director of Tourism for Goldsboro (NC) from 2000-2005 and Tourism Research Analyst at the University of New Orleans from 1996-2000. In her current role, Marlise provides strategic direction and oversight of Visit NC's research program and works closely with the entire team to implement initiatives that help guide marketing decisions to support tourism in NC. She is a past president and chairperson of the international Travel and Tourism Research Association (TTRA), board member from 2009 – 2015 and a past board member of Southeast Chapter of TTRA. Marlise received her MS (1996) & BS (1993) degrees from North Carolina State University, and was a recipient of the 2018 NCSU Parks, Recreation & Tourism Management Outstanding Alumna award.