

EMERGE

Event Innovators Conference



Endurance Messaging Everyone Reconnect Go get 'em Envision



Held as a Virtual Event - Feb 1-2, 2021

Sunday, January 31

7-8PM

**Social Hour – Join us for Networking & Interactive Fun.
A guaranteed good time!**

Sponsored by: Duplin County Tourism



Monday, February 1

9AM

Creating & Selling Activations that Sponsors Love!

Feel like your event is doing the same thing over and over for sponsorships? In this session, Teresa Stas, Author and Director of Green Cactus sponsorship agency, will break down how to develop enticing activations for sponsors and show case studies of successful activations.

Teresa Stas, Green Cactus Event Sponsorship & Consulting

10AM Reinventing & Reimagining Your Festivals & Events

How do we effectively Re-Present our festivals & events after having to postpone and/or cancel due to COVID? What are the next best steps to safely move forward? This panel discussion is sure to provide great insight on moving forward with innovation & trendsetting behaviors.

Robert Krumbine, Charlotte Center City Partners

Alison Barringer, Director, North Carolina Azalea Festival

Hayden Kramer, Town of Indian Trail

11AM Superspreader Festivals & How to Avoid Them

Just over a year into the pandemic, and as we wait anxiously for our turn at a vaccine, everyone knows what to do: social distancing, face covering, and hand washing. Yet the risk of infection at any mass gathering is still very high. In this session, we will discuss practical ways – including messaging, security, training, and funny hats – to keep your event from turning into a superspreader.

Steven A. Adelman, Adelman Law Group, PLLC & Vice President of the Event Safety Alliance

12PM Arts are Critical Components of our Festivals & Events!

A candid discussion with the Arts North Carolina director about where we are and where we're headed in 2021.

What does the arts community look like moving forward? How can we collaborate & support each other during this unprecedented time? We'll also discuss relief options that are currently available for the industry.

Nate McGaha, Director, Arts North Carolina

1PM Entertainment Showcase featuring Jim Quick & Coastline, Monika James Band, Dirty Grass Soul, Radio Revolver & Nantucket

**All schedules subject to change.*

Virtual Exhibit Hall Open During the Entire Conference - Don't Miss Your Chance to Meet our Supporting Members & Learn More about their Awesome Products & Services

Tuesday, February 2

8:30AM **NCAF&E Special Meeting & Annual Meeting**

9AM **Pivoting from In-Person to Virtual – Lessons Learned from a Crazy Year**

How do you take your event that should welcome thousands to your city and keep it alive by pivoting to a virtual format? What does it take to keep people safe as we continue to battle this new paradigm? How do we keep events on life support as we wait? How can we expand our events in this new format even after we open back up?

Joy Ennis, General Manager, Cary Downtown Park, Town of Cary
Vivian Koontz, Event Coordinator, City of Salisbury Parks & Recreation Dept.
Adam Bell, Festivals Coordinator, Town of Cary

10AM **Candid Conversation with Main Street Leaders in NC.**
What Lies Ahead for Downtown Districts post COVID-19?

During a normal year...festivals & events liven UP Main Streets across NC! PLUS...they bring great energy & generate an enormous economic impact. Let's talk about how we can emerge, together.

Liz Parham, Director, NC Main Street & Rural Planning
Sharon Jablonski, Director of Cultural and Community Development, City of Morganton

11AM **Update from Visit North Carolina**

Heidi Walters, Director, Partner & Industry Relations Visit North Carolina, a Division of the Economic Development Partnership in NC

11:30AM **Building an Event: During & After COVID**

With the pandemic, many event organizers have decided to explore new opportunities to bring people together. In 2020, many events went virtual and in 2021, hybrid events are gaining popularity because it allows event organizers to combine on-site events with virtual events. During this session, we're going to talk about the differences between virtual, on-site, and hybrid events and identify which event is right for you.

Nausheen Punjani, Eventeny

12:15PM **Collaborating with Industry Supporting Members to Create Amazing Festivals & Events**
A roundtable discussion.

1PM **Excellence Awards Presentation**

1:30PM **That's A Wrap! Networking Conversation to Close ShowFest 2021**

**All schedules subject to change.*

THANK YOU TO OUR AMAZING SPONSORS!



Special Thanks to the ShowFest Conference Committee:

***Roy Brown, Julie Beck, Theresa Mathis, Stephanie McIntyre, Olivia Dawson, Jef Lambdin,
Tom Harrison, Joy Ennis & Stephanie Saintsing Naset***