



## **2024 Bundle of 8 TEMI Sessions – March through July 2024**

### **THE NEW WORLD OF EVENT TICKETING, FINANCIAL TRANSACTIONS AND AUDIENCE EXPECTATIONS**

ZOOM SESSION - Tuesday, March 5, 2024, **10:00 – 11:30 am**

**Speaker: Jessica Bybee-Dziedzic, CFEA - Saffire**

The New World of Ticketing, Financial Transactions, Audience Expectations and Technology has impacted every part of our world, including events, in ways we could never have imagined just a few short years ago. This session will talk about options, changes, and new considerations in the critical areas of event ticketing, financial transactions, and the constantly changing expectations of those attending our events.

### **SOCIAL MEDIA MARKETING: UNDERSTANDING THE LANDSCAPE, BENEFITS & CHALLENGES**

ZOOM SESSION - Part 1 & 2 Tuesday, April 2, 2024 – Part 1 -**10:00 to 11: 30** and Part 2 - **1:00 to 2:30 pm**

**Speaker: S. David Ramirez, TINTUP**

Social Media Marketing: Understanding the Landscape, Benefits & Challenges – Part 1 and Part 2- It's a new and quickly changing world, with Facebook, Twitter, LinkedIn, Instagram, blogs, and many, many more. How do you decide which ones are important and use them as an effective part of your event marketing mix? This double session will look at maximizing new technologies and opportunities.

### **RUNNING A SUCCESSFUL MERCHANDISE PROGRAM**

ZOOM SESSION - Tuesday, May 7, 2024 - **10:00 – 11:30 am**

**Speaker: Casey Watts – Promo-King**

Running a Successful Merchandise Program from keepsakes to entry tickets, sponsor promotions to retail outlets; on-line; and on-site; a successful merchandise program can drive both memories and revenues. This session will cover the components and considerations of a successful merchandise program.

## **EVENT ADMINISTRATION & LEGAL CONSIDERATIONS**

ZOOM SESSION – Tuesday, June 2, 2024, **9:00 am to 10:30 am**

**Speaker: Ira Rosen CFEE – Festival and Event Consulting**

Event Administration and Legal Considerations Really? I have to think about that? Despite being a ‘fun’ industry, there are lots of behind-the-scenes ‘t’s to be crossed and ‘l’s to be dotted; obligations to be met; risks to be avoided/protected against; staffs and boards to be managed and supported; services to be secured and contracts to be signed. We’ll do our best to help you understand them.

## **SPONSORSHIP SALES AND SERVICES**

ZOOM SESSION – Tuesday, July 2, 2024, Part 1 -**10:00 to 11: 30** and Part 2 - **1:00 to 2:30 pm**

**Speaker: Carina Jimenez CFEE – City of McAllen Parks and Recreation**

There are very few events today that can operate without sponsorship support, but successful sponsorship doesn’t just happen. This session will cover the basics of sponsorship and successful sponsorship sales, including why sponsors sponsor and how to identify and create a valuable menu of sponsorship benefits/assets for your event. Students will also learn about the valuable world of mobile marketing. And we’ll cover the critical role of sponsor service; the key to renewing and keeping those all-important sponsor partners we all depend on.

## **UNDERSTANDING INSURANCE AND LIABILITY EXPOSURE – Kallif Insurance**

ZOOM SESSION – Tuesday, August 6, 2024 - **9:00 am to 10:30 am**

**Speaker, David Olivares, Kaliff Insurance**

Understanding Insurance and Liability Exposure Protecting against the risks inherent with the festivals and events industry requires a good understanding of what those risks include, how to protect against them, where your gaps in coverage may be and how to limit the exposure of both your organization and those who serve it. This course will get you much closer to a realistic comfort zone’ on all fronts.