



## **2023 Bundle of 8 TEMI Sessions –April through September 2023**

### **PROGRAM DEVELOPMENT: DESIGNING & CREATING THE EVENT EXPERIENCE**

Zoom Session

**Tuesday, April 25, 2023, from 10:00 -11:30 am**

Speaker: Jessica Bybee-Dziedzic, Saffire

Like a work of art in progress, this must also explore how industry leading professionals research and stay current with a selected city / event market and go from concept to reality, developing and visualizing event concepts and event programming / operational plans, taking into account original goals and visions, target audiences, venues, and event site flow, hours of operation, and much more, providing a base from which to begin projecting realistic budget and resource needs, and a road map for making changes along the way.

A step beyond planning the event program, the event 'experience' for attendees must be also be planned from start to finish, providing both ambiance and function for a safe, attractive, fun and easily navigable environment. Whether they are aware of it or not, attendees will be impacted by the details covered in this session.

### **RUNNING A SUCCESSFUL VOLUNTEER PROGRAM**

Zoom Session

**Thursday, May 25, 2023, from 10:00 - 11:30 am**

Speaker: Syeira Budd, CFEE

Volunteers put the 'community' in community events and some events have legions of dedicated workers who bring valued skills to the table while holding costs to a minimum. This session will cover critical components of a successful volunteer program, including recruiting, training, management, communications, retention, and rewards.

### **FOOD, BEVERAGE, AND OTHER VENDOR PROGRAMS**

Zoom Session

**Thursday, June 22, 2023, from 10:00 - 11:30 am**

Speaker: Melanie Linnear, State Fair of Texas

A well-run food and beverage program can add to both the event experience for attendees and the bottom-line for event. This session will cover the components and considerations of a successful on-site food and beverage program, as well as important considerations for all types of vendor-dependent programs and relationships.

### **OPERATIONS FROM VISION TO REALITY PARTS 1 AND 2 DESCRIPTIONS ARE COMBINED**

Zoom Session {2 Sessions same day}

**Thursday, July 20, 2023, Part 1 from 10:00 - 11:00 am, and Part 2 from 1:30 -3:00 pm**

Speaker: Nathan Gross, Director of Operations, State Fair of Texas

The expansive area of 'Operations' is where the rubber meets the road, and this session will cover multiple areas that can make or break an event.

- **Event Infrastructure:** The infrastructure for many events is a lot like building a small village where the day before there was nothing. Stage, lights, sound, tents, vehicles, decorations, bleachers, food delivery, trash pick-up, communications, utilities, parking, et al., we'll talk about what you may need, where to go get it, and lots of insider-tips to remember in the process.
- **Attendee & Support Services:** Whenever you plan to draw a crowd, you've got to be thinking about what their needs may be: information, medical, lost kids, rest areas, ATM's, restrooms, trash disposal, signage, communications, safety, and security plans; accessibility; and much more. We'll make sure you don't forget anything.
  - **Programming, Site-Design and Event Flow:** When did having fun require so much thinking? Like a theme park, effectively planning your event programming, site layout, service accessibility, etc., can ultimately affect sales; safety; friendly-neighbor relationships; and the overall experience for your attendees. We'll cover some important, if not critical, considerations that will keep your event flowing smoothly.
- **Environmental Realities:** Events can play an important role through education and as a role model in protecting the environment. We'll touch on some of the 'Green Reality' options that events can consider today.

## **HUMAN RESOURCES**

Zoom Session

Christina Flores, Human Resources Director, City of McAllen

**Tuesday, August 1, 2023, from 10:00 to 11:30 am**

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.

## **MANAGING A LIVE ENTERTAINMENT PROGRAM**

Zoom Session

**Thursday, August 25, 2023, from 10:00 to 11:30 am**

Speaker: Dianna Lawrence, CFEE, City of Richardson Parks and Recreation

Far from 'Hey, kids, let's put on a show!', managing a successful live entertainment program as part of your festival or event requires its own specialized focus and realistic expectations. An understanding of legal and contract negotiations and a commitment to creating a positive experience for everyone (artist, audience, and event), both onsite and well-in-advance, are part of the expectations. This course will help you develop a workable and successful entertainment program for your event and budget.

## **EVENT SECURITY / EVENT EMERGENCY MANAGEMENT**

Zoom Session

**Thursday, September 15, 2023, 10:00 am – 11:30 am**

Speaker: Ira Rosen, CFEE Temple University

The tragedy of realities like the Boston Marathon bombings, together with more common concerns like stage collapse or vehicular incidents, airshow crashes, crowd panic or control situations, shootings, and drug-related deaths at events and in cities of all sizes, serve as stark reminders of the need to plan and prepare for all the many incidents/ possibilities that can / may affect our events on a moment's notice. This important session will address what keeps us up at night and the steps that we can realistically take to address those concerns through planning and preparation, as well as on-site during an event.