



TEMI FAST TRACK Webinars

May 2022 – September 2022

May 26, 2022, 10:00 am – Program Development: Designing & Creating the Event

Experience (Jessica Bybee-Dziedzic)

Like a work of art in progress, this session will 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; “experience” for attendees must 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 details covered in this session.

June 2, 2022, 10:00 am – Maximizing Board and Committee Relations (Penny

McBride CFEE)

Boards and Committees...critical elements in the festival and event planning Organizational chart that can make-or break an event and its leadership. This course will help you to maximize returns and minimize problems from both highly important support groups.

June 9, 2022, 10:00 am - Fundamentals of Leadership – (Pete Van de Putte CFEE)

As with any industry, if not more so, understanding the fundamentals of leadership is critical to those CEO's and top management positions responsible for festivals and

events. This course will provide a strong foundation from which to build your organization and team

June 23, 2022, 10:00 am – Is Everyone Invited: How to Include Fans with Disabilities

(Melanie Cawthon, CFEA)

In the United States, events that are open to the public are required to comply with the Americans with Disabilities Act, known as the world's, most stringent disability rights law. The lessons are essential ones to consider and implement at every event. This important session provides practical information and a format for designing a comprehensive Access Program for your festival/event. What are important but often forgotten aspects of a well-managed Access Program? Are you required to accommodate every request? What are some low-cost solutions? Helping to avoid litigation by being prepared.

July 14, 2022, 10:00 am – Marketing & Mediums: Traditional, Social & Creative - Part 1 (David Ramirez [TINT])

All the planning in the world won't make for a successful event unless it is properly marketed. This session will talk about how to develop an effective marketing plan and considerations for working with traditional media (television, newspaper, and radio) ...yes, they are still around and still important...and today's new technology options as well.

July 14, 2022, 1:30 pm – Marketing & Mediums: Traditional, Social & Creative - Part 2 (David Ramirez [TINT])

(See part 1 above for description)

August 11, 2022, 10:00 am – Sponsorships, Proposals, and Follow-Up (Carina

Jimenez CFEE)

"It's all in the presentation..." or so goes the old (and true) adage. This session will focus on the writing of sponsorship proposals and follow-up reports; two points-of-critical-impact with sponsors.

August 26, 2022, 10:00 am – Step One: Business Plan (Penny McBride CFEE)

A successful event doesn't start with the fireworks finale. Behind every exciting, fun-filled event is a well-run business, complete with paperwork, planning meetings, legal obligations to be met, and partnerships to be built. Reputations are often based far more upon the business side of your event than on who your headline entertainers are. We'll teach you what you need to be thinking about.