

Sunday, January 29

10:00 am – 3:00 pm	Registration
10:00 - 11:00 am	SCFEA Board Meeting
12:00 – 12:50 pm	Lunch
12:50 – 2:00 pm	Welcome & Keynote Reboot, Re-Ignite & Re-Engage Greg Blake, Chief Engagement Officer; PepWorks
2:10 – 3:05 pm	General Session Big Ideas Rule: How to Sell More Sponsorships with Impactful Ideas Rick Jones, SponsorSmarter
3:15 – 4:15 pm	Round Table Discussions Attracting Sponsor Prospects Customized Sponsor Proposals Sponsor Servicing Marketing with Sponsors
6:30 – 9:00 pm	Showcase at Wild Wing Cafe
9:30 pm - midnight	Pyrotecnico Hospitality Cocktails w/ friends

Monday, January 30

8:30 – 12:00 pm	Registration & Exhibitor Set-up
8:45 - 9:45 am	Coffee & Pastries
9:30 – 10:30 am	Round Table Discussions Event Insurance Public Relations Debacles Attracting Sponsor Prospects Customized Sponsor Proposals Sponsor Servicing
10:30 – 11:20 am	General Session Co-Workers & Team Building for Planners Betsy Hayden, Awesome Focus
11:30 – 12:00 am	General Session SCFEA Membership Meeting & Board Elections
12:00 – 2:15 pm	Exhibit Hall Open
12:45 - 1:30 pm	Exhibit Hall Lunch
1L30 - 1:45 pm	SCFEA Board Officer Elections

Monday, January 30

2:15 – 3:05 pm	Breakout Sessions Powerful Apps for Success Ellesor Holder, Gray Marketing & PR
	25 Ways to Win with People Betsy Hayden, Awesome Focus
3:15 – 4:00 pm	Breakout Sessions Event Recycling Esther Wagner, Palmetto Pride
4:00 – 5:00 pm	On the Front Page: Getting the Most Out of News Coverage Donna Walker, Greenville News
5:00 – 6:00 pm	Exhibit Hall Reception Happy Hour cocktails & hors d'oeuvres
7:30 pm	Excellence Awards Presentation
9:30 pm – midnight	Dine-Around Greenville Pyrotecnico Hospitality Cocktails w/ friends

Agenda