

Agenda

8:30 - 9:30am **Registration & Coffee Networking** *sponsored by Palmetto Amusements*

9:30 - 10:15am **Music Licensing**



Almost all facets of public entertainment now require some type of music license. Restaurants, hotels, and yes, festivals and events. **Brandi Griffith**, SCFEA Executive Director and Owner of Event Consulting Services will resolve the myths around music licensing and provide the facts you need to know so your event can prepare for and secure proper music licensing.

10:20 - 12:00pm **Social Media**

As the director of marketing for the Midlands Authority for Conventions, Sports and Tourism, **Mandi Engram** utilizes a wealth of social media daily for networking, promotions and generating brand awareness. This session will cover the most popular social media outlets and how to best utilize them with efficiency and effectiveness.



12:00 - 12:45pm **LUNCH**

Lunch is provided and is the perfect opportunity to meet other regional planners!

12:50 - 1:30pm **Event Insurance**



Insurance remains one of the most talked about topics throughout the industry. What type of coverage, how much coverage and how to evaluate your current risk management program. **Rudy Painter** with Countybanc Insurance will guide you through the ins and outs of your coverage options and how to utilize your SCFEA membership to secure the best possible rates on your event coverage.

1:35 - 3:30pm **Email Marketing**

Anissa Freeman Starnes brings 18 years of experience in small business, nonprofit management and sponsorship management. She is currently the regional development director for Constant Contact. She will cover how email marketing works and provide useful email marketing tips with specific strategies and techniques, cover the components of an effective email marketing campaign, and how email marketing can meet your specific needs with case studies. Information provided in this session can be applied regardless of the system or service you use for your email marketing.



Registration

Name: _____

Event/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____

Email: _____

Additional Delegates:

1) _____

Email: _____

2) _____

Email: _____

3) _____

Email: _____

SCFEA Member Registration _____ @ \$65 = \$ _____

**Includes Irmo Chamber Members & Columbia CVB Partners*

Additional Member Registrations _____ @ \$55 = \$ _____

Ambassador Registration _____ @ \$35 = \$ _____

Non-Member Registration _____ @ \$80 = \$ _____

Additional Non-Member Registrations _____ @ \$70 = \$ _____

TOTAL REGISTRATIONS \$ _____

The Palmetto Event Planner's Manual is being offered at a discounted rate of \$15 to seminar delegates.

Palmetto Event Planner's Manual _____ @ \$15 = \$ _____

TOTAL DUE \$ _____

Credit card payments can be made with online registration at www.SCFEA.com.



PLEASE MAIL YOUR REGISTRATION WITH PAYMENT TO:
 SCFEA • POST OFFICE BOX 42205 • CHARLESTON, SC 29423
 866.723.3214 OR WWW.SCFEA.COM



The South Carolina Festival & Event Association's

2010 Summer SEMINAR

**Social Media • Insurance
Music Licensing • Email Marketing**



August 11, 2010

The River Conference Center

**Saluda Shoals Park;
Irmo, SC**



**South Carolina Festival & Event Association
Post Office Box 42205
Charleston, SC 29423**

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