

NoVEN Annual Conference

(Plus Additional Special Topic Workshop)

SPECIAL TOPIC WORKSHOP (Add'l Fee Applies)

Friday, April 9th - 9 a.m. - 3 p.m.

Fairfax County Government Center

Planning Programs and Events in a Web 2.0 World: Best Practices in Online Communications

Workshop Topics and Times

9:00 a.m. - 9:30 a.m.

Introduction/What is Web 2.0 and Why Should I Care?

Web 2.0 describes the second generation of the World Wide Web, in which online systems now provide users the ability collaborate and share information. This overview sets the stage for a day of learning and understanding how to maximize Web 2.0 effectiveness to produce better programs for larger audiences.

9:30 a.m. - 10:30 a.m.

Maximizing Social Media Success for Events

Facebook, Blogs, Twitter. That's just the tip of the social media iceberg. Developing a strategic plan for use of social media is vital; otherwise...you just have a lot of "friends."

10:45 a.m. - 12:00 p.m.

Web 2.0 Creative and Business Tools: Expanding the Event Marketing Horizon

Online ticketing, creative crowdsourcing, electronic press kits, volunteer management systems and many other Web 2.0 applications are available, inexpensive and easy to implement. What's stopping you? Nothing after this session!

12:00 p.m. - 12:45 p.m.

Lunch (provided)

12:45 p.m. - 1:45 p.m.

The Business of Social Media Marketing; Finding The Perfect Media Mix

This session is simply "Googlicious." Take one part Google Keyword Advertising, add a focused Facebook campaign, mix in a Twitter Contest and a dash of "Mommy Blogs," and you'll get an idea of how to get your event message out through Web 2.0 business tools.

2:00 p.m. - 3:00 p.m.

Taking it to the Streets: Use Online Influencers to Boost Attendance and Sales Offline

"Mommy Blogs," just one type of the many online influencers that can drive ticket sales and on-site revenue. In this open forum, we will take a look at successful implementation strategies that tie all of the Web 2.0 applications together.

NoVEN Annual Conference (Formerly Events 101)

Saturday, April 10th - 9 a.m. - 4 p.m. at the
Fairfax County Government Center

SESSION SCHEDULE

(Subject to Modification)

9:00 - 9:30 AM

CONFERENCE OPENING GENERAL SESSION

Why NoVEN? Why now? The Need for a Community Event Network.

Kick-off this fantastic conference with "the big picture." NoVEN, The Northern Virginia Events Network, re-launches its highly successful EVENTS101 workshop today, with a new focus, new energy, and an incredible interactive website to create a virtual network of support for event producers, 365 days a year!

9:40 - 10:40 AM

CONCURRENT SESSIONS 1

Operations and Programs Track:

Win/Win Negotiating and Contract Writing Strategies

Negotiating contracts well is a must for event producers. Avoid common mistakes, learn how to prepare for the negotiation/bid process, and get a great understanding of basic contract terminology and structure.

Business and Fundraising Track:

Establishing Sponsor Benefits Levels and ROI Expectations

ROI. Return on Investment. Sponsors want it. You can provide it. This session focuses on determining what benefits you can and should provide, and what that can do to enhance your sponsors' satisfaction with your events.

Media and Communications Track:

Entering the Twitterverse:

How to Strengthen Events through Social Media

Social Media is the buzz for event producers. Twitter. Facebook. Blogs. YouTube. Learn how to actively strengthen the quality of your message to event attendees and to expand your potential bases of participants.

Student Track:

Planning for Job Search in Events Management

This session will focus on developing a plan for a student's first professional job search, including the creation of a powerful cover letter and resume that will separate you from other applicants. "Unfacebooking" and other strategies for ensuring recent graduates will not be eliminated from job consideration for the wrong reasons will be covered, along with planning for the interview process.

10:50 - 11:50 AM

CONCURRENT SESSIONS 2

Operations and Programs Track:

Planning Events Contingencies for Snow, Rain, Heat and Other Emergencies

Outdoor events have seen an increase in extreme weather during the past several years. Are you prepared? This session will examine recent events that experienced difficult weather and other emergencies requiring quick thinking (without endangering guests and participants). Emergency plan structure and execution will be covered along with communications strategies!

Business and Fundraising Track:

Sponsorship: A How-To for First Time Fundraising Staff and Volunteers

Many events are just now expanding into the world of sponsorships...but where to begin? A must-attend session for event producers without a sponsorship base, this workshop will provide the roadmap to fundraising success!

Media and Communications Track:

Designing a Successful Media Campaign to Fit Your Budget

The days of a media plan where you allocate "X" dollars for print, "Y" dollars for radio, and trading visibility for television spots are long gone. Now you have to take into consideration, social media, on-line advertising, viral marketing and so much more. Sounds complicated, but with new media opportunities, it's easier than ever to market events on a budget. Learn how!

Student Track:

Planning for and Finding Quality Internship Experiences

Panel Discussion with former students who parlayed great internship experiences into success careers, along with employers who will discuss what skills, qualities and knowledge they look for in their interns. A great workshop for students seeking internships!

12:00 - 1:15 PM

LUNCH and SUPER ROUNDTABLES!

Lunch, Network, Learn

Not just lunch, but a chance to network with event industry peers, community leaders, and students looking for their chance to make a difference. As lunch winds down, its "Open Q&A" on any event-related topic. Four rooms will each feature different topic areas, and each will have their own expert panelists.

1:30 - 2:30 PM

CONCURRENT SESSIONS 3

Operations and Programs Track:

Event Management and Production for All-Volunteer Organizations

A majority events are produced by volunteers or employees who's event responsibilities are "other duties as assigned." This session focuses on professional-quality events for non-professional event producers!

Business and Fundraising Track:

Creating Programs that Meet Your Mission AND Help Offset

Effects of Today's Economic Challenges

Times are tough, and programs are being cut left, right and every other direction. But expanding programs instead of cutting can be a source of new revenue and mission/objective attainment. Celebrate Fairfax, Inc. leadership will present a case study on their brand new "FROSTIVAL," a first-year event held in January that drew 10,000, turned a profit, AND expanded mission success. Participants will walk away with their own "new event" model and resources to make them a reality!

Media and Communications Track:

Grass Roots and Viral Event Marketing 101

Event publicity campaigns seem to be moving more and more to social networking and on-line advertising. But the best message is sometimes the simplest. Word of mouth, sandwich boards, "guerilla" marketing, and posters still get the message out...learn how to do these inexpensively while tying them into your on-line and traditional media campaigns.

Student Track:

Career Panel: Opportunities for Future Event Professionals

Students: Do you know what you want to do in your career? Are you sure? Find out about how some event industry professionals are in jobs you may not even know exist. Open Q&A encouraged!

2:40 - 3:30 PM

NETWORKING EVENT

Speed Dating!

Speed Dating? Really? You bet! Every participant will have 7-minute "dates" with other attendees to find out what everyone else is doing with their events, what their challenges are, and for students, to discuss with industry experts any questions they have as they move into their careers. Great networking...and great fun!

3:30 - 3:45 PM

FINAL WORDS & GREAT PRIZES