



St. Paul Festival & Event Planning 101

Tuesday, November 29, 2011 * Saint Paul RiverCentre

175 Kellogg Blvd W, Saint Paul, MN 55102—Ballroom Level

The St. Paul Festival Association presents a one-day training covering the ins and outs of producing an event in the City of St. Paul. Panel discussions, presentations, tradeshow and networking with industry professionals. **Perfect for festival and event staff, board/committee members and volunteers!**

Registration through November 18, 2011:

\$25/person for staff, board members and volunteers of SPFA, IFEA and MFEA members

\$50/person for non-members

Registration includes all sessions, tradeshow and lunch

After November 18, 2011 all registrations are \$50 per person

Register online at <https://minnesotaell.wufoo.com/forms/registration-festival-event-planning-101/>



Schedule: (Sessions and presenters subject to change)

8:00am

REGISTRATION

8:30am-9:15am

THE BUSINESS BEHIND THE FUN

Do you know why your event exists? Your organization may have an overall mission statement, but have you defined the mission for your event and set your organizational goals? Do you have a business plan? This session will look at the format of a variety of events - non-profit (501c3 or 501c6) and for-profit, stand alone events and those that are part of a larger organization, indoor and outdoor – and how to get started on evaluating your mission, goals, structure and 5-year plan.

Patricia Mitchell, President/CEO, Ordway Center For Performing Arts/Flint Hills International Children's Festival;

Sue Mclean, Sue Mclean & Associates

Kent Gustafson, University of Minnesota Tourism Center.

9:30-10:15am

BRINGING YOUR EVENT TO LIFE

Who is doing the work to make your event happen? With a team made up of players such as staff, volunteers, board members, development director and contractors, your event comes to life – but who does what? This session will identify the roles and responsibilities of the individuals that make your event a success.

Beth Pinkney, President, SPFH/Winter Carnival

Char Mason, Coleman Mason Events

10:30-11:15am

SHOW ME THE MONEY!

We'll look at the variety of funding for events – Grants, Sponsorships, Donations, Sales – , how do you know how much money you'll need and the role of your event's team (Staff, Board, Volunteers) in bringing in money.

Joe Spencer, Director of Arts & Culture, City of St. Paul;

Mike Newman, Dir. of Community Relations, Travelers Foundation

Kathee Foran, Program Officer, MN State Arts Board

11:15am-1:00pm

LUNCH & TRADESHOW

1:00-1:45pm

THERE'S A PERMIT FOR THAT

Each city has its own permitting process. We'll take a look at the special event permits that apply to St. Paul - Block Party, Parade, Amplified Sound, Liquor, Special Event Food, Tents, Staging, Drawings/Giveaways, Gambling, etc. – and answer questions about timing, who to see, what they want and what to do if your permit request is rejected.

John Lozoya, Police Community Services

Peg Fuller & Steve Ubl, Dept. of Safety & Inspections

Kate Frye, Parks & Recreation

2:00-2:45pm

WHAT COULD POSSIBLY GO WRONG?

You're bringing together thousands of people to have a good time – what could possibly go wrong, right? We'll take a look at some of the risk factors to consider and what you can do to protect your event. The session will touch on event insurance.

John Lozoya, Police Community Services, St. Paul Police

Angela Mens-Eastman, Recreation Services, Ramsey County

3:00-3:30pm

RIVERCENTRE 101

What does it take to do a large INDOOR event? You may not need to order the toilets, fencing and tents, but there are other amenities and expenses that you do need to plan for. Find out more about producing an indoor special event, concert or festival.

Cookie Coleman, Cookie Coleman Company;

Susan Hubbard, Director of Sales, Booking & Administration, St. Paul Arena Company

3:30-4:00pm

TOUR OF THE XCEL ENERGY CENTER

Go behind the scenes of the Xcel Energy Center, host of the city's largest concerts, sporting events and conventions.

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