



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 vendors, festival and event staff, board/committee members and volunteers!

Vendor Registration through November 18, 2011:

\$200/vendor includes lunch and session attendance for one; additional meal and seminar registrations for \$25.00 each. Trade show will be held concurrently with lunch. Included in your tradeshow package: one 8-foot table; 2 chairs; electrical hookup.



TRADE SHOW RESERVATION:

Vendor Name: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email Address: _____

Trade Show Reservation (\$200 through 11/18): \$ _____

Additional Participants @ \$25.00 each: \$ _____

Total: \$ _____

Please make checks payable to **SPFA**, 790 Cleveland Ave. S., Suite 219, St. Paul, MN 55116

PROGRAM:

8:00am
REGISTRATION

8:30am-9:15am
THE BUSINESS BEHIND THE FUN

Patricia Mitchell, President/CEO, Ordway Center For Performing Arts/Flint Hills International Children's Festival; **Steve Heckler**, HSR Events
Kent Gustafson, University of Minnesota Tourism Center.

9:30-10:15am
BRINGING YOUR EVENT TO LIFE

Beth Pinkney, President, SPFH/Winter Carnival
Char Mason, Coleman Mason Events

10:30-11:15am
SHOW ME THE 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

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?

John Lozoya, Police Community Services, St. Paul Police
Angela Mens-Eastman, Recreation Services, Ramsey County

3:00-3:30pm
RIVERCENTRE 101

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.