



Hawai'i Tourism Authority
presents
2017 Growing Success Workshop



Agenda

Registration **8:00 a.m. - 8:30 a.m.**

Welcome Remarks **8:30 a.m. - 8:40 a.m.**

Presented by Caroline Anderson, Tourism Brand Manager and Kalani Ka'ana'ana, Director of Hawaiian Culture

Maximizing Non-Sponsorship Revenues **8:40 a.m. - 9:55 a.m.**

Want to make more money? During this valuable session we will explore how to maximize existing revenue streams, improve efficiency and engage the community in the process. From food & beverage sales, to ticketing, merchandise and more, including the use of local not-for-profit groups to expand your volunteer base, improve your bottom line and be a win-win for the community.

Presented by Becky Genoways, CFEE, President, Genoways Events, Rockford, Illinois

Maximizing Your Social Media Budget **9:55 a.m. - 11:10 a.m.**

A thriving online presence and reputation is essential to the success of any business today. With the advent of social media in the past 10 years, it has completely revolutionized how we communicate and connect with one another, as well as how brands communicate and connect with their customers. Social media has evolved from a grass roots "free" option, to a complex and competitive environment. How does one decide where to maximize their budgets? In this fast-paced workshop, Gwen will bring you through the best options and best practices for small organizations and event organizers. From content development, identifying the best channels, social ads, and performance tracking, you will come away with the "nice to have" and "need to have" for your business so you can best maximize your resources. You will also gain a sneak peek into the already here and upcoming trends in this ever-growing environment.

Presented by Gwen Woltz, Co-founder, Wahine Media, Auburn, California

Break **11:10 a.m. - 11:30 a.m.**

Networking Lunch **11:30 a.m. - 1:00 p.m.**

Building a Successful Volunteer Program**1:00 p.m. - 2:15 p.m.**

This session will first help event planners and organizers to understand the reasons why people volunteer, and then help them design a successful Volunteer Management Program to meet those volunteers' needs. During our time together, we'll review the steps of the Volunteer Management Cycle; review industry standards used to measure the Return on Investment (ROI) for a volunteer's time; and explore how lessons learned throughout the year can be incorporated to create an even stronger program moving forward. This valuable session is a great overview for those new to volunteer management, as well as division heads, committee chairs, and management staff responsible for supervising volunteers in action.

Presented by Stephanie Donoho, CFEE, CEO, Stephanie Donoho Consulting, Honoka'a, Hawai'i

How'd You Do? Surveys, Evaluations and Economic Impact Studies**2:15 p.m. - 3:30 p.m.**

No event is complete until the last survey and evaluation is in. This is the first step in all future events and this session will teach you how to do it effectively *and* cost-effectively.

Presented by Penny McBride, CFEE, President & CEO, Fredericksburg Chamber of Commerce, Fredericksburg, Texas

Break**3:30 p.m. - 3:40 p.m.****Improving and Controlling the Attendee Experience****3:40 p.m. - 4:55 p.m.**

Like a piece of music, a work of art, or a great book, come learn how your events have the ability to touch lives and leave lasting impressions. A step beyond – but an important part of – planning the event program and infrastructure, the event 'experience' for attendees must also be planned from start to finish, providing both ambiance and function for a safe, attractive, fun, memorable and easily navigable environment. Whether they are aware of it or not, attendees will be impacted by details covered in this session.

Presented by Steven Wood Schmader, CFEE, President & CEO, International Festivals & Events Association (IFEA World), Boise, Idaho

Closing Remarks**4:55 p.m. - 5:00 p.m.**

Presenters' Bios:

Stephanie Donoho, CFEE, is the owner of Stephanie Donoho Consulting, and the Administrative Director for the Kohala Coast Resort Association. She was previously the Tourism Specialist for the Island of Hawai'i where she managed more than \$1.5 million in Hawai'i Tourism Authority and Hawai'i County general funds that were invested annually in tourism product development, including partnerships with dozens of world-class festivals and events. Prior to her service in Hawai'i, she was the Executive Director of the Clear Creek County Tourism Bureau in Idaho Springs, Colorado. She has also worked on the fundraising and development teams for Colorado Ballet, the Eleanor Roosevelt Institute for Biomedical Research (both in Denver, Colorado) and for Good Hope School (Frederiksted, St. Croix, US Virgin Islands). She got her start in the industry holding pizza and candy bar sales to support her high school marching band's efforts to perform at 1984 World's Fair in New Orleans, Louisiana, and has been an avid events geek ever since. Stephanie is a member of the IFEA President's Council and an active supporter of industry educational programs.

Becky Genoways is a 30-year veteran of the festivals and events industry, a Certified Festival & Event Executive (CFEE) and past Chair of the International Festivals & Events Association World Board of Directors. She is a leading industry consultant, educator and producer. She has produced events of all sizes, from a local market with weekly attendance of 3,500 to a major music festival that attracted over 300,000 people. Her current projects include serving as Program Specialist for the Saint Louis Art Fair, and Memphis in May International Festivals. Genoways has presented numerous professional training seminars and Certified Festival and Event Executive programs throughout North America, in the Middle East and New Zealand and teaches at the IFEA / NRPA Event Management School annually. In September of 2017, she was inducted into the IFEA World Hall of Fame, the highest honored bestowed by industry peers.

Penny C. McBride, CFEE, is the President & CEO of the Fredericksburg Chamber of Commerce. For 14 years prior to starting with the Chamber she owned Indigo Resource Group, an outsource firm that specialized in providing marketing, consulting and management services to tourism-related businesses and organizations. Her company managed the Texas Festival & Events Association and the Texas Association of Fairs and Events for nine years. Penny also served a nine-year stint as the Director of the Fredericksburg Convention and Visitor Bureau, during which time occupancy tax receipts increased over 400 percent. Since 2008, she has worked on a contract basis as the Director of Business Development for the International Festivals and Events Association (IFEA). In this capacity she developed IFEA's Economic Impact Assessment and Sponsor Forum products, along with a variety of other services. Penny also teaches two of the six required core courses for IFEA's Certified Festival & Event Executive (CFEE) program. She earned her CFEE designation in 2009, becoming one of only 200 event professionals to hold this global designation. She is active as a

community volunteer with a passion for events, church activities and the local hospital. In 2009, she became the voice of the Gillespie County Fair parade, a post held by her father, a retired county fair board member, for 30 years.

Steven Wood Schmader, CFEE, is the President & CEO of the International Festivals & Events Association (IFEA World), which celebrates 62 years as the “Premiere Association Supporting and Enabling Festival & Event Professionals Worldwide” in 2017. The IFEA operates with a vision of a globally united industry that touches lives in a positive way through celebration and is the presenting body of the IFEA World Festival & Event City Award, which recognizes those global markets that provide and leverage the most positive partnerships between events and the cities that host them. Schmader also serves as the publisher and editor of “ie: the business of international events” and the Founding Director of the IFEA’s Event Management School at the Oglebay National Training Center in West Virginia. Schmader’s 40-year professional career includes the creation, management and production of large citywide festivals, sporting events, government events, parades, airshows and Millennium celebrations. In his role with the IFEA he works in partnership with global event professionals and organizations, government entities, sponsors, tourism agencies, media and academic institutions, to raise the bar and brand of our common industry, today and into the future. Schmader is an author and highly-rated speaker on industry issues and trends.

Gwen Woltz is a mother, creative, and entrepreneur. A fine art, graphic design and marketing background, in 2009 she followed her passion and co-founded Wahine Media. She helps clients to envision their perfect world on social media, she then maps the most effective route to get there. A leading social media strategist, and one of the early voices in the social media revolution in Hawai‘i, she has been on the front lines from the beginning and knows what works. She has guided clients from Hawai‘i and beyond through their social media journey—from budget to best practices—as they embraced new ways to connect with their audience. Wahine Media has been working with the Hawai‘i Tourism Authority in leading their global social media program since 2013, and has guided the Hawai‘i brand in bringing together a global presence under a cohesive and collaborative strategy. Hawai‘i’s global brand has grown to over 5 million strong, and continues to be a leader in destination marketing on social media. Originally from Hawai‘i, she now resides in Auburn, California.