ISFA Fall Convention

Welcome to the annual ISFA Fall Convention dedicated to being the premiere source for event management education, networking and leadership. Event industry professionals from around the state of Indiana come together to share event ideas and trends, to learn new techniques to build their events and to create new contacts and strengthen existing relationships. The Covention is open to all Festival members and non-member event industry professionals. The event will be attended by festival event organizers, leaders from tourism bureaus and chambers of commerce, entertainers, students and industry suppliers that specialize in products and services targeted towards the event industry in Indiana.

If you are an event professional in the state of Indiana, we encourage you to attend. There are many ways to take part in the Convention. Festival organizers can register for the entire weekend or attend Saturday only. There are opportunities to be a presenter on our panel or roundtable discussions. Event suppliers and vendors can exhibit and be part of our new microsession roundtable format on Saturday in the festival marketplace. You can attend some of our showcase events like the ISFA Scholarship Pageant Saturday night or the Opening Night Event Industry Networking and Entertainment Showcase. You do not have to attend to take part in the silent auction which is a fundraiser for the ISFA. We also have sponsorship and advertising opportunites available for the convention weekend.

Our goal for the Convention is to be a source to will learn new ideas and increase your knowledge and leadership skills to improve your event and build strong industry relationships.

The Convention takes place this year in Indianapolis, IN the weekend of November 9-11 at the Wyndham Indianapolis West hotel. For convention news and updates, continue to frequent the website www.indianafestivals.org and our Facebook account (Indiana State Festivals Association). You can also contact Sequence Event Management at 888-756-3552.

ISFA Board
Sequence, Inc.

About the ISFA
Indiana was one of the first states in the nation to create their own organization, predating the International Festivals and Events Association. The original vision was to bring festival producers together from around the state to exchange information and provide education. In 1985, the Board of Directors organized the first Indiana State Festivals Association Convention. The convention is now an annual event. The mission of the ISFA is to empower Indiana Festivals through education, networking and leadership.

About Sequence
Sequence is an event management company specializing in event logistics and marketing of festivals and sporting events.

2012 ISFA Convention

Friday

Industry Townhall Discussion
•Festival Trends & Outlook

Networking
• Silent Auction
• Opening night event industry networking & entertainment showcase at Quincey's Restaurant/Bar
• Hospitality after hours

Saturday

Networking & Meals
• ISFA Annual Meeting & Breakfast - Festival Guide and Website updates
• Power lunch, ISFA awards and one on one interview with event industry leader
• ISFA Pageant and Dinner (included in full registration only)
• Three networking 15 minute power networking breaks through out the day
• ISFA After Hours Hospitality

Roundtable Discussions
• Marketplace (Micro-sessions with industry suppliers and vendors)
• Event administration, operations and logistics
• Event features (parades, car shows, rides, entertainment etc.)
• Event marketing

Panel Discussions
• Marketing - (Case studies, techniques and disciplines used to increase attendance and build your event brand)
• Event Operations & Logistics (Event planning and on-site execution
• Event sponsorshipcovering best practices.
• Event administration: Variety of topics from insurance, volunteers, finance, permits...)

General Sessions
• Event Risk Management: New stage/tent laws presented by State Fire Marshal James L. Greeson
• Event Insurance hosted by Amentity Insurance
• Community Relationships (CVBs, Chambers, City Agencies)

Sunday

Breakfast & keynote on event leadership

Roundtable Discussions
• Legal, Ethics and Risk Management
• Event sponsorship

General Session
•Closing remarks

ISFA Convention Topics

Marketing
Public relations
Promotions
Social Media
Traditional media
Grassroots
Tourism
Merchandising
Customer service
Pricing
Websites
Online marketing
Consumer behavior

Operations & Logistics
Event planning
Staffing
Event facility planning
On-site execution
Contractors
Vendors/Suppliers
Security
Special needs (ADA)
Transporation & Parking
Risk management
Medical
Emergency planning
Permits

Event Administration
Finance
Insurance
Legal & ethics
Continuing education
Environmental
Event Leadership
Plan development
Research & Design
Time management

Sponsorship
Identifying sponsors
Defining assets
Selling/negotiating
Activation
Fulfillment
Evaluation

Event Features
Proprietary events
Examples:
Parades
Car shows
Music & Entertainment
Gaming
Booking talent
Road races

Event Suppliers
Tents, tables, chairs
Technology
Registration
Sound/Lighting/Audio/Stages
Decor
Signage
Food/Catering and Beverage
Rentals (supplies and equipment)
Restrooms
Video
Special effects