

IAFE ZONE 4 • SPRING 2022 CONFERENCE

La Crosse, WI • Sun., March 20 – Tue., March 22

SCHEDULE OF EVENTS



ZONE 4 MEETING

LA CROSSE

United "4" Fairs!

■ SUNDAY, MARCH 20

- 12-6 p.m. **Conference Registration Open**
- 2-3:15 p.m. **Welcome & Keynote Speaker**
- Welcome by local dignitaries, presentation of colors, and opening keynote address: "Now What? How to smoothly sail our fairs through uncharted waters" by Jeremy Parsons
- 3:30-4:15 p.m. **Mastering Media Relations**
- The fair industry has a big story to tell, but are you making the cut with the media? Kaitlyn Riley from the Wisconsin Beef Council shares tips to master media relations after working on both ends of the mic.
- 4:30-5:30 p.m. **"We Are Family" Networking Session**
- We are all part of one big fair family. Let's get together for a networking session—speed-dating style—to get to know your fellow attendees.
- 6-7:15 p.m. **Dinner & Cash Bar**
- 7:30 p.m. **Evening Entertainment**
- Entertainment provided by NBC "The Voice" star Chris Kroeze with hospitality to follow.

2-4 p.m. **"Stay in" Tour of Wisconsin and La Crosse**

4:15-5 p.m. **How to Make Your Money Work For You - Entertainment in Five Years**

- We will be addressing the shortage of grounds acts, the rising cost and demand of entertainment.
- We will give insight on how to increase the length of stay for the fairgoers by increasing the amount of all-day entertainment for FREE.
- We will show you how and why to change your buying habits - from buying what you can afford to buying what you can pay for.
- We will provide strategies for utilizing entertainment to do more than just fill a spot.
- We will also share creative marketing ideas to help turn your entertainment from just something to see and do while at the fair to something that brought them to the fair.



5 p.m. **Open Networking and YPI Meet & Greet**

6 p.m. **Dinner & Cash Bar**

7 p.m. **Live Auction with Hospitality to Follow**

■ MONDAY, MARCH 21

- 7-8:15 a.m. **Breakfast and Registration**
- Grab-and-go breakfast
- 8:30-9:30 a.m. **Breakout Sessions**
- A) Working With Your Gate Attendants**
- Your gate attendants are one of the first and most important impressions of your fair. A positive experience entering the fair creates happier fairgoers. Let's discuss all things when it comes to your help at the gate: recruiting, training, supervising and retention.
- B) Vendor Trends**
- Vendor trends and best practices for mutually beneficial relationships
- 9:45-10:45 a.m. **Saffire – Email Marketing to Advance Your Revenue:**
- Are you confused on how to best use your email to generate more ticket sales? Saffire will walk you through the best practices to engage with your patrons to increase your fair's revenue. Whether you are just starting out with email marketing, or you've been doing it for a while, we'll show you some tips and tricks to get your fans to open those emails and buy some tickets.
- 11 a.m.-12 p.m. **Protecting Your Fair's Future Livelihood**
- Understanding the importance of insurance and risk management. Conducted by Andre Vandepopulier
- 12:30-1:30 p.m. **Lunch, Silent Auction & Guest Addresses**

■ TUESDAY, MARCH 22

- 8 a.m. **Breakfast and Registration**
- Grab-and-go breakfast
- 9 a.m. **Institute Course #129: Ag Programming**
- Programming by Laura Kwilos (IFM Course)
- 10:30 a.m. **Breakout Sessions**
- A) Future of Fairs in Five Years:**
- Join this interactive session to discuss trends and thoughts on where our fairs will be in the next five years. Panel-led discussion
- B) How Family Entertainment Benefits Your Fair**
- Kenny Ahern will lead a discussion to explain how a variety of family entertainment can have a positive impact on your fair.
- 11:45 a.m. **Lunch and Networking, Silent Auction Closes**
- 1 p.m. **Let's Get Creative**
- Join Jill Albenese and Mary Check for an interactive session that explores new competitive exhibit and premium book options.
- 2:15 p.m. **Contract Swap Session**
- Interactive session to meet with fellow fairs to discuss successes and challenges for contracts for entertainment, vendors, insurance, and sponsorship and marketing. Bring along your fair's contracts and be ready to share and compare.
- 3:15 p.m. **Zone Business Meeting and Closing Remarks**
- Dinner on Your Own With Fair Friends**
- 8-10 p.m. **Hospitality for Those Spending the Night**

Breaks will be given between sessions. Times and session descriptions are subject to change.

IAFE MANAGEMENT CONFERENCE
April 6-8, 2022 • Phoenix, AZ



IAFE ANNUAL CONVENTION
Nov. 27-30, 2022 • Indianapolis, IN