

**Power Up Lab – Social Media**  
**December 1, 2009 \* 1:15 – 2:30 p.m.**  
**IAFE Convention 2009 - Las Vegas**

- A. Introduction of Moderators and Panel Members
  - a. Baley Plascencia, Plascencia Projects, CA (moderator)
  - b. Brienna Schuette, Minnesota State Fair (moderator)
  - c. , North Carolina State Fair
  - d. Gina Burchfiel, Oklahoma State Fair
  - e. Barry Feil, Celebrate Fairfax, VA
  
- B. Synopsis of Each Fair’s Social Media Program
  - a. Outline social media tools being used
  - b. Quickly explain how program has evolved over the last several years
  
- C. Grilling Session Detailing Each Social Media Tool
  - a. For each tool:
    - i. Feature fair briefly describe program used with this tool
    - ii. Successes and improvements for future
    - iii. Grilling by moderators
    - iv. Questions from audience
    - v. Comments and additions from other two fairs
  - b. YouTube
    - i. Featured fair: Celebrate Fairfax
  - c. Flickr
    - i. Featured fair: North Carolina State Fair
  - d. Blogs
    - i. Featured fair: North Carolina State Fair
  - e. MySpace
    - i. Featured fair: Celebrate Fairfax
  - f. Facebook
    - i. Featured fair: Oklahoma State Fair
  - g. Twitter
    - i. Featured fair: Oklahoma State Fair
  
- D. Wrap-up and Final Questions

