

WORKSHOP TOPIC TRACKS

2021 IAFE CONVENTION

* = INDICATES THE WORKSHOP IS ALSO AN INSTITUTE OF FAIR MANAGEMENT (IFM) COURSE

MARKETING & SPONSORSHIP

- Sponsorship II*
- What Adds Value – How Do You Understand the Value of Your Fair?
- A Single Event – A Year’s Worth of Engagement
- Metrics That Matter
- How Covid Procedures Changed the Perception of Value
- Cultivating Creativity – Growing Fair Strong Ideas
- Sales Strategies – How to Successfully Pitch a Sponsorship to the Right Partner

AGRICULTURE

- Critical Conversation: Ag Education on a Grand Scale – Part 1
- A Single Event – A Year’s Worth of Engagement
- The Fair of the Future – Agriculture in 5 Years
- “Prepare2Respond” – New Online Training for Emergency Response in Animal Exhibits
- Transitioning from “Hands-On” to “Hands-Free” Education
- Critical Conversation: Ag Education on a Grand Scale – Part 2
- Consumer Protection Program E.coli Workshop*

COMMERCIAL EXHIBITS & CONCESSIONS

- Principles of Food & Beverage*
- The Ever-Changing Landscape of Commercial Exhibits
- How Covid Procedures Changed the Perception of Value
- Expectations – Vendors & Fair Management
- The Fair of the Future – Commercial Exhibits & Concessions in 5 Years
- Consumer Protection Program E.coli Workshop*

FACILITIES / OPERATIONS

- Legend Led: Non-Fair Facility Operations 101
- Emergency Planning*
- The Fair of the Future – Facilities in 5 years
- How Covid Procedures Changed the Perception of Value
- Sustainability
- River Walk Events & Beautification – How Do They Do That?
- Event Management*
- Perimeter & Internal Security at Your Fair
- Consumer Protection Program E.coli Workshop*
- “Prepare2Respond” – New Online Training for Emergency Response in Animal Exhibits
- Staffing Challenges in 2021 – How Did You Make It?

ENTERTAINMENT & TICKETING

- Critical Conversation: Measuring ROI on Entertainment Purchases
- Maximizing Ticketless Transactions for Profit & Guest ROI
- The Fair of the Future – Entertainment in 5 years

PROFESSIONAL DEVELOPMENT

- Keys to Effective Speaking
- Keys to Successful Growth – Building Strong Business Relationships
- Real World Board & Staff Communications
- Human Resources
- Tech Tools Everyone Should Have in Their Toolbox
- The Art of Networking – Making Impactful Connections
- Cultivating Creativity – Growing Fair Strong Ideas
- Connecting with Your Staff to Provide Effective Guest Services

ALL WORKSHOPS (AS OF 10/21/21; CHECK BACK WEEKLY FOR MORE ADDITIONS!)

SUNDAY

- Transitioning from “Hands-On” to “Hands-Free” Education
- Sponsorship II*
- Legend-Led: Non-Fair Facility Operations 101
- Keys to Effective Speaking
- Principles of Food & Beverage*
- Emergency Planning*
- What Adds Value – How Do You Understand the Value of Your Fair?
- Maximizing Revenue with Digital Marketing and Ticketing
- Ag Education on a Grand Scale – Part 1
- Critical Conversation: Real World Board & Staff Communications
- Competitive Displays on a Budget
- The Ever-Changing Landscape of Commercial Exhibits
- A Single Event – A Year’s Worth of Engagement
- Human Resources 101
- Critical Conversation: Measuring ROI on Entertainment Purchases

MONDAY

- The Fair of the Future – Facilities in 5 Years
- Tech Tools Everyone Should Have in Their Toolbox
- When the Carnival Comes to Town – A Unique Insight into the Daily Life of a Carnival Owner
- “Prepare2Respond” – New Online Training for Emergency Response in Animal Exhibits
- How COVID Procedures Changed the Perception of Value
- Critical Conversation: Rejuvenating & Reinventing Your Fair & Community
- Insurance Basics*
- The Fair of the Future – Agriculture in 5 Years

- Maximizing Ticketless Transactions for Profit and Guest ROI
- The Art of Networking – Making Impactful Connections

TUESDAY

- The Fair of the Future – Entertainment in 5 Years
- Understanding the Evolving Digital Landscape of Your Fair
- Sustainability
- Expectations – Vendors & Fair Management
- Metrics That Matter

WEDNESDAY

- The Fair of the Future – Competitive Exhibits in 5 Years
- Keys to Successful Growth – Building Strong Business Relationships
- Cultivating Creativity – Growing Fair Strong Ideas
- River Walk Events & Beautification – How Do They Do That?
- Event Management at Its Best*
- The Fair of the Future – Commercial Exhibits & Concessions in 5 Years
- Connecting with Your Staff to Provide Effective Guest Services
- Sales Strategies – How to Successfully Pitch a Sponsorship to the Right Partner
- Perimeter & Internal Security at Your Fair
- The Fair of the Future – Carnivals in 5 Years
- Ag Education on a Grand Scale – Part 2
- Staffing Challenges in 2021 – How Did You Make It?

THURSDAY

- Consumer Protection Program E. Coli Workshop*