



Please join us in welcoming **Sean King, with Youth Education in the Arts**, to the Michigan Festivals and Events Association 23rd Annual Convention. Sean King has been consulting with small businesses and non-profit organizations for over 20 years. Currently, he is the Director of Marketing & Communications for Youth Education in the Arts (YEA!), a non-profit organization based in Allentown, PA, which teaches life lessons through music. He also blogs at artsmarketingblog.org. You can follow Sean on Twitter @skingaspire. Sean resides with his wife Natalie and son Haydn in the global crossroads of Fogelsville, PA. [read more for Sean's workshops...](#)

The ABC's of Event Marketing

Small to medium sized festivals have much to do, yet limited resources to accomplish their goals. Through this fast-paced session, event leaders, marketing staff and volunteers can learn the basics of the event marketing alphabet starting with Advertising, Branding and Corporate sponsorships to meet and exceed their expectations for attendance and revenue. Bring your questions to this interactive workshop to energize your marketing plan for your next event.

Exploring Youth and Arts to Expand and Grow Your Event

By nature there is a certain vibrancy, excitement and enthusiasm when you combine young people and creativity. During this session learn how to leverage practical ideas and helpful hints to grow attendance and participation by families at your festival or add new programming to expand your current event. Explore topics including music, dance, visual arts and the link between marketing, promotion and sponsorships to energize your event.