



*The Professional Festivals & Events Association
for California and Nevada*

PO Box 7547 • Tahoe City, CA 96145
530-583-5605 • calfest@sbcglobal.net

CalFest One-Day Event Producers' Workshop

CalFest, in conjunction with the Downtown Visalians, invites you to participate in a special workshop customized for festival and event producers in California's Central Valley

When: Thursday, September 17
Time: 9:00 am – 4:00 pm
Where: Visalia Marriott Hotel

Program Schedule

9:00 – 10:00

Networking

Ray Pulver, Upbeat Parade Productions, San Jose, CA

Cultivating your Event Relationships through Networking

Networking and relationships can be the key to further success for your event. This workshop will give you some ideas on the who, how, what, where and why of networking.

10:15 – 12:00

Tulare Health Department

At the special request of event producers, a representative from the Tulare Health Department will discuss the permits needed, and the rules and regulations regarding food service and other health department requirements.

12:00 – 1:00 Networking Lunch

1:00 – 4:00

Social Media Tips and Tricks

Constance Aguilar, The Abbi Agency, Reno, NV

Constance will bring years of experience in digital media to teach event planners, producers, and destination marketers how to maximize their social media visibility. Attendees will discover social media basics to determine how it can benefit their brand or event through examples of other online success stories, and learn how to conduct similar online strategies. Platforms and processes to streamline media efforts will be covered and tactics discussed to engage online audiences and bring digital awareness to your initiative. Finally, you'll learn how to tell your story using digital content to bring your brand to life.

**CalFest Event Producers Workshop
Registration Form**

Pre-registration: \$65

Day of at the door: \$75

Registration includes all sessions and deli lunch

Name			
Organization			
Address			
City	State	Zip	
Phone	Email		
<input type="checkbox"/> Check <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover			
Credit Card #	Exp. Date	Sec. #	
Name on card	Total		
Billing Address	City	State	Zip
Signature			

Email registration to calfest@sbcglobal.net, fax to 530-581-5101 or mail to PO Box 7547, Tahoe City, CA 96145

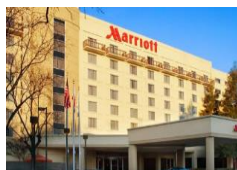
Registrations will be taken at the door. There will be no refunds. Substitutions are allowed.

Please duplicate form for multiple registrations

Confirmation, directions and instructions will be emailed upon receipt

Questions? Call CalFest at 530-583-5605 or 775-745-5959 or email calfest@sbcglobal.net

Workshop sponsored by



Visalia Marriott