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# Insider

SUMMER 2018

## Thank You for Joining Us at the 2018 MNFEA Conference at Treasure Island!



**This year's conference was packed with inspiring sessions, new products & services, and networking opportunities with event professionals from across the state!**

With the support of our 2018 Conference sponsors, this year's event was a wonderful gathering of event professionals representing festivals and events across Minnesota. Following the recommendations provided by previous Conference attendees, the 2018 event featured insightful presentations on sponsorship, cash management, influencer marketing, event safety, and much more. We learned how to utilize our personal branding for success, how to work with difficult people, and how to elevate the volunteer experience. Above all else, we got to meet and re-connect with innovative leaders in the Minnesota event market.



Many Thanks to our Sponsors!



# SOCIAL MEDIA for EVENTS

## Social Media for Events

From the fundamentals of social media to using platforms effectively to promote your event, this social media guide can help you understand how to use the leading social platforms to build your audience and enhance your event. Develop a strategy, prepare a day-of social plan and get the most out of your social media accounts using these tips.

[READ MORE](#)



## 'Festival Tourism' Grows as Travelers Seek Unique Experiences

Whether it's for music festivals or cultural experiences, festival tourism has skyrocketed as tourists yearn for new and exciting experiences. Discover how festivals and events in the Middle East are adapting their strategies to include promotional packages and attract global attendees.

[READ MORE](#)

*Join us!*



**A great way to connect with festival & event professionals!**

### **MEMBER BENEFITS**

Professional Resources • Peer Networking • Conference Discounts  
Innovative Ideas • Educational Opportunities • Exclusive Tours

[CLICK HERE TO REGISTER](#)



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## Save the Date for These Fun & Educational Fall Events!

Saint Paul Venue Tour | September 20

Behind the Scenes Tour: Biffs, Ziegler Power & TVG Events | October TBD

Event Safety Management: The Checklist | November TBD

More info coming soon!



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## Join Us for an Exclusive Halloween-Inspired Tour!

Behind the Scenes Tour: Zombie Pub Crawl | October 13

More info coming soon!

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## Meet the Board

MNFEA is managed by a stellar group of industry professionals covering a vast assortment of positions and markets in the festival and events industries. Learn about

Deb Schaber | Saint Paul Festival & Heritage Foundation

Steve Madson | SRO Productions, Inc.

Kate Frye | City of St. Paul

Junia Joseph-Benham | Rooted Creative Event Services

Dot Belstler | Twin Cities Pride

Wendy Famadou | Ziegler Power Systems

Jon Iannazzo | Atmosphere Events Group

Paulette Odenthal | Get In Gear

Alyssa Olson | Saint Paul Festival & Heritage Foundation

Diana Rohlfen | Biffs, Inc.

Tim Simplot | Simplot Entertainment

Vince Vanella | TVG Events

[LEARN MORE](#)



### Share Your Expertise at MNFEA 2019!

Share your expertise and best-practices with attendees at the 2019 MNFEA Conference by submitting a proposal to become a speaker at next year's main event. We're looking for new, intriguing and informative sessions to fill our presentation lineup. **Submissions are due by September 30.**

[SUBMIT A PROPOSAL](#)

ATM Events, LLC | Bartmann Group | Bier Garten | Tables To Go | Dulcea Arden  
Get in Gear | Hill County Festivals | India Association of Minnesota  
Minnesota Bluegrass & Old-Time Music Assoc. | Surly Brewing Company  
Trinity Creek Consulting | University of Minnesota – Humphrey School  
University of Minnesota – Student Unions

## MEMBER EVENTS

### Minnesota Renaissance Festival

August 18-September 30

### Minnesota State Fair

August 23-September 3

### Defeat of Jesse James Days

Northfield, MN  
September 5-9

### James J. Hill Days

Wayzata, MN  
September 7-9

### Autumn Brew Review

Hall's Island  
September 15

### Scenic Byway River Run

Belle Plaine, MN  
September 15

### Nickle Dickle Day

City Square Park  
September 15

### Annual Winter Carnival Golf Classic

Dellwood Country Club  
September 17

### Best of the Wurst

Sociable Ciderwerks  
September 23

## Newsletter Submissions

Current MNFEA members can email upcoming events in an editable Word document by the submission deadlines to: [info@mnfea.com](mailto:info@mnfea.com).

Fall Deadline:  
Oct 15, 2018  
Mails: Nov 2018

Winter Deadline:  
Dec 15, 2018  
Mails: Jan 2018

*The MNFEA board reserves the right to edit or reject submissions for length, content or any other reason.*

*Minnesota Festivals and Events Association, MNFEA, is a nonprofit organization specializing in professional development and networking events for those in the festival and event industry.*

