



Newsletter

April 2011

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Stan Salchli

President's Message

Exciting Annual Conference News!

At our recent meeting, the Board of Directors voted to hold the 2011 Annual Conference at Horse Cave in Hart County, Kentucky, Wednesday, November 9 through Friday, November 11. Horse Cave is centrally located and easily accessible.

On Wednesday evening attendees will be treated to a nostalgic visit to historic Munfordville, home of one of Kentucky's most significant civil war battles. Thursday and Friday, the conference programming which will take place in the renown Kentucky Repertory Theatre at Horse Cave will include sessions on topics such as marketing, social media, volunteer management, "events on a shoestring budget", attracting vendors to your event, fundraising and more. Back by popular demand will be

KFEA Spring Meet!

Lebanon, Kentucky, was the site of Kentucky Festivals and Events Association's recent "Spring Meet." Lebanon Tourist and Convention Commission hosted this highly educational event while Ragetti's provided a delicious Italian lunch and Kentucky Living contributed break refreshments. The attendees learned the latest trends of Social Media from presenters: Erin Jones, in.mode Marketing LLC, Sandra Kendall, Kentucky State Fair Board, and Angela Trumbaturi, CurrentMarketing, Louisville's Leading Interactive Agency. To view the highlights of their enlightening presentation visit www.kfea.com.

Sandra Wilson, Hart County Tourism and Coni Shepperd of Munfordville Tourist Commission shared some merchandising ideas that have worked for them with fundraising efforts. Coni told us, "look for merchandise that is for your

roundtable sessions covering crowd control, insurance, ABC and ATF laws to name a few.

Sandra Wilson, Hart County Tourist Commission and Coni Shepperd, Munfordville Tourism promise this will be a conference to remember! They suggest you make this a family vacation and can put together a travel package for you upon request.. If interested, contact Sandra at sandrathomasonwilson@hotmail.com or Coni at conimtourism@scrtc.com

EARLY REGISTRATION DISCOUNT –

The first registrant of your organization will receive a 20 percent discount by registering before October 1st. A registration form is available online at the KFEA website, www.kfea.com.

The host hotel is the Hampton Inn, exit 58 off I-65. The conference rate is \$79 per night.

Mark your calendar and join us at Horse Cave, November 9 – 11, 2011, for an educational and fun-filled conference. Visit the KFEA website for updated Conference details.

audience. It is important to think out of the box when you are looking for products for the event." Sandra presented these thoughts. Fundraising is one of the most important parts of putting on a festival, and there are several potential sources of revenue. Some CVBs offer promotional funding opportunities (usually for startups). It's important to show them room nights and the economic impact generated by your event. Other possible sources are grants (KY Arts Council, NEA, ARC), sponsorships, vendor fees, drink sales and merchandise sales. Laurie Murray, Current Specialities presented innovative and promotional ideas and products. You've gotta get one of her screaming monkeys. They are quite a stress reliever! (laurie@currentspecialities.com). Visit www.kfea.com, KFEA Events navigation tab for more on the Merchandise Session.



KFEA Spring Meet (From front page)

In the Marketing session Erin Jones with in.mode reviewed the new KFEA website and offered some tips on how members can utilize the promotional value the website offers to maximize their association. Ideas included:

- Make sure your event information is up to date;
- Submit photos with event listings so that visitors can get a "feel" for event;
- Make sure to include links to partnerships on your website;
- Keep your organization website updated;
- Add the KFEA website link (www.kfea.com) to your organization's website;
- Ensure SEO (Search Engine Optimization) by cross promoting partnerships with a logo or text link from your website. World Chicken Festival was the example used. (www.chickenfestival.com);
- Manage google alerts as visitors come to your site (sign up on www.google.com/alerts, IT'S FREE!);
- Know who is visiting your site and why. (Google Analytics shows you how people found your site, how they explored it, and how you can enhance their visitor experience. (sign up on www.googleanalytics.com, IT'S FREE!). For more information on Erin's informative presentation, visit www.kfea.com and click on the KFEA Events navigation tab.

We've all heard of Guerilla Marketing, but what is it really? Chris Hamilton, Lebanon Tourist & Convention Commission presented a very insightful presentation on Guerilla Marketing. A snippet of his presentation is below.

- Marketing is not just placing ads. Placing ads is just a component. Marketing is also creating your own brand and the entire "get the word out" campaign.
- Set yourself apart from your competition. How, Reconnaissance! See what they are doing and do something different, even if it's just a tad bit different. Then promote the difference.
- What is your theme? Customize. That's what works in the 21st Century.
- Write down your plan.
- Be specific.
- Set deadlines.
- Write down your plan then marry it.
- Don't fret your small budget. We all want a million dollar budget. Make a good plan with a variety of components then implement it.
- Measure your results and modify accordingly. Building your marketing campaign is no different than building your event/attraction. There is no science.
- Timing is important. You don't necessarily want to wait until two weeks before your event to promote with your complete arsenal.
- You're never finished developing your product. Be bold. Be a visionary. Get to the new market before anybody else!
- Don't try to be all things to all people. You're not selling a fall festival. Every elementary school has a fall festival. You're selling an experience. What is it?

The 5 elements of the experience:

- _ Trip planning and anticipation.
- _ Travel to the site/area.
- _ The experience at the site.
- _ Travel back home.
- _ Recollection.

- If you're not on Facebook, you're living on Mars. It's easy. It's free. It works. And don't forget Twitter, YouTube, Flickr and all of the social media you have time to work on. If you don't know how, get the kid next door to show you.
- Measure. Measure. Measure.
 - _ Simple survey - 9 questions and as many "circle the choice" as possible.
 - _ When you get a call, ask how they found out about you.
 - _ Man on the street - carry a clipboard and just ask. Many will complete a survey. Many will never complete a survey. But they won't mind telling you to your face!
 - _ If you have a Web site, ask there. Try Survey Monkey. It's free!

There's more! For the entire presentation visit, www.kfea.com and click on the KFEA Events navigation tab.

April 2011

FEATURED EVENTS



MainStrasse Village Maifest

Maifest celebrates the first spring wines and the historic neighborhood of MainStrasse Village May 13-15, 2011. Located along the tree lined Sixth Street Promenade, Main Street, Philadelphia Street and in Goebel Park in Covington, KY, you will find an international menu of food and artisans, four entertainment stages, an Amusement Midway and a "Kinderplatz" with rides for the younger children. A shaded Promenade for browsing the arts/crafts or sampling the delicious foods, a choice of music and the fun of the festival rides bring people of all ages from the tri-state to enjoy all that Maifest has to offer. www.mainstrasse.org



Visit Munfordville.com Cruise-In

Saturday, June 18, Hart County Courthouse Square is the place to be! Registration begins at 9:00AM. Enjoy music, food and games from the 50's and 60's. Ten dollar (\$10) entry fee for this judged event but participation without being judged is free. Prizes awarded. Free and open to the public. Classic cars, motorcycles, trucks, custom autos & more! www.visitmunfordville.com



KENTUCKY BLACK BEAR FESTIVAL

May 13-14, 2011, the Kentucky Black Bear festival celebrates the return of the Black Bear to the area. The focus is on the education of living with the bears and safety as well as many different types of animals that live in these beautiful mountains. Come discover the fun in the Black Bear Capital of Kentucky...
Cumberland. www.kingdomcome.org

UPCOMING EVENTS

April 2-3,
**Lebanon-Marion County
24th Farm, Home & Garden Show**
Lebanon, KY
www.lebanonmarionchamber.com

April 8-10
Knob Creek Military Gun Show
Shepherdsville-Bullitt County, KY
www.machinegunshoot.com

April 16
**Derby Festival
Thunder Over Louisville**
Louisville, KY
www.kdf.org

April 27-30
American Quilters Society
Paducah, KY
www.americanquilters.com

May 13-14
Kentucky Black Bear Festival
Cumberland, KY
www.kingdomcome.org

May 13-15
**Historic Locust Grove
16th Annual Gardeners' Fair**
Louisville, KY
www.locustgrove.org

May 13-15
MainStrasse Village Maifest
Covington, KY
www.mainstrasse.org

May 19-22
Little River Days
Hopkinsville, KY
www.hoptownrec.com

May 21
Bike Night In C-Town
Cumberland, KY
www.kingdomcome.org

May 28-29
4th Annual Spring Into Summer Fest
Oak Grove
www.visitoakgroveky.com

June 2-4
Capital Expo Festival
Frankfort, Kentucky
www.capitalexpo festival.com

June 3-4
Kentucky's Fort Harrod Beef Festival
Harrodsburg, Kentucky
www.fortharrodbeeffestival.org

June 4-5, 11-12, 18-19, 25-26
Highland Renaissance Festival
Eminence, KY
www.kyrenfaire.com

June 4-5
Red Crow Indian Pow Wow
Shepherdsville-Bullitt, KY
www.travelbullitt.org

June 9-12
Great American Brass Band Festival
Danville, KY
www.gabbbf.org

June 18
Visit Munfordville.com Cruise-In
Munfordville, KY
www.visitmunfordville.com

June 18
Bike Night In C-Town
Cumberland, KY
www.kingdomcome.org



Kentucky Festivals & Events Association

P.O. Box 371
 Hodgenville, KY 42748
 1-866-719-FEST
 Contact: Iris LaRue

KFEA ANNUAL CONFERENCE

WEDNESDAY, THURSDAY, FRIDAY

NOVEMBER 9 – 11, 2011

HORSE CAVE – KENTUCKY REPERTORY

IN HART COUNTY & HISTORIC TOUR IN MUNFORDVILLE

REGISTER BEFORE OCTOBER 1ST AND RECEIVE AN EARLY
 REGISTRATION DISCOUNT OF 20 PERCENT FOR THE FIRST
 REGISTRANT OF YOUR ORGANIZATION

FOR MORE INFORMATION VISIT THE WEBSITE, WWW.KFEA.COM



Kentucky Travel Guide Advertising – A KFEA Member Benefit

Can we help spread the word about your event? Since 1990, Kentucky Travel Guide has offered a special advertising opportunity for Kentucky festivals. A colorful section in the front of the guide is dedicated to promoting the state's top events. Kentucky Festivals & Events Association members receive a special discounted advertising rate. For those events which are not yet KFEA members, please note that the Kentucky Travel Guide advertising rate for non-members is the same cost as joining KFEA and paying the discounted member advertising rate. That's a no-brainer and a great reason to join KFEA!!

ATTENTION KFEA MEMBERS

Check the KFEA website, www.kfea.com to verify the information we have listed for your event is correct and up to date. Contact Bridget Sherrill bsherrill@kdf.org for any changes.

KFEA Board Members

Stan Salchli President <i>Capital Expo Festival</i>	Sandra Kendall President-Elect <i>Ky. State Fair Board</i>	Bridget Sherrill Vice President <i>Derby Festival</i>	Coni Shepperd Secretary <i>Munfordville Tourism</i>	Brian Thompson Treasurer <i>Foothills Festival</i>
Iris LaRue Executive Director <i>Lincoln Days</i>	Traci Cunningham Region 1 <i>Oak Grove Tourism Commission</i>	Sandra Wilson Region 3 <i>Hart County Tourist</i>	Troy Beam Region 4 <i>Shepherdsville Bullitt</i>	Kim Bickers Region 5 <i>Capital Expo</i>
Robin Croley Region 7 <i>Capital Expo</i>	Ray Tosti Region 8 <i>Kentucky Apple Festival</i>	Michael Corrison Region 9 <i>Kingdom Come Swappin'Meetin'</i>	Peggy Baas At Large <i>Kentucky Celtic Festival</i>	Dale Johnson Associate At Large <i>Frances L. Dean & Associates</i>
Vicki & Danny Davis At Large <i>ProAudio Video Productions</i>	Sally Reisz Associate At Large <i>Kentucky Travel Guide</i>	Positions Open: <ul style="list-style-type: none"> • Region 2 • Region 6 		

If the power to do hard work is not a skill, it's the best possible substitute for it. -James A. Garfield