



"Running A Smooth Event"

Event Planners Workshop

Active Living Bike Expo

Friday, April 23, 2010, 1 to 5 p.m.

If you are an event planner working on activities for your club, church, organization or municipality this workshop session is for you. As the Active Living Bike Expo opens its doors Friday, April 23rd plan on attending a special clinic for event planners and ride directors in the Education Building at the Minnesota State Fairgrounds. Presented by the Bicycle Alliance of Minnesota and HaveFunBiking.com the first session begins at 1 p.m. Those who attend this workshop will gain helpful tips on the:

1. *ABC of Running a Successful Event*

This clinic, with a question and answer session following is presented by Wes Hall, assistant director of the Ragbria Bike Ride in Iowa. Here Wes will share a checklist of helpful tips that the organizers of this ride use each year, since 1973, to run this successful bike event.

2. *Limiting Your Financial and Legal Liability or "Protecting Your Ass(ets) to an Event"*

In this two-hour session, learn what it takes in today's market to limit your organizations liability when planning an event. Presented by Dan McKay, a specialist in outdoor event insurance with McKay Insurance Agency, you will learn how to identify the risk of the event you are planning, how to build risk controls, why perform a Perception Analysis Quantification to define your costs and liability, and methods of transferring and insuring measured risk.

3. *The Cost-Effective Use of Print Collateral To Promote Your Event*

In this session, presented by John Barron, Director of Printing and Mailing Services, at the University of St. Thomas, John will introduce you to some of the latest bold and vivid printed products that can be used to promote your event while staying within your budget.

4. *Using Social Marketing Tools To Strengthen Your Event Marketing Plans*

Presented by Jason Lardy, a specialist with Nomad Marketing, learn how the social media movement can cost-effectively help you enhance your existing marketing plans when incorporating it with Facebook and other social tools. In this session you will also gain a better understanding about news feeds and what it means to you; tips and tricks to grow your fan base; effective messaging for social media and an analysis of your success using this social media tool and other options when using social tactics.

To Register

Please Use The Form Below and Register Soon



EVENT PLANNERS WORKSHOP FORM 4/23/2010

(PLEASE PRINT)

Organization : _____ Date: _____

Name: _____ Title _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____ - _____

Your E-Mail Address: _____

Shops Web Address for Linking: _____

Name of Your Event: _____

Second Person Attending: _____ Title: _____

Their E-mail Address: _____

**Advance registration is \$35 and must be postmarked by April 16, 2010
Includes all handouts from all four sessions**

Number of Attendee's _____ X \$35 each \$ _____

After April 16 and at the door registration \$ 45 as space is available

Bicycle Alliance of Minnesota Business Membership (\$35) \$ _____

(A membership confirmation from BikeMN will be e-mailed to you after your membership is received)

Total \$ _____

Fill out this form with payment made out to BikeMN

Mail to:

**HaveFunBiking/Event Workshop
12753 Ethelton Way
Apple Valley, MN 55124**

Thank You

Proceeds Benefit the Bicycle Alliance of Minnesota