

BALLOON EVENT SYMPOSIUM

Event Schedule

Tuesday, March 25	
2:00 - 6:00 PM	Check in and Registration
6:00 - 8:00 PM	Welcome Cocktail Reception with Heavy Appetizer Buffet Networking with Family Feud <i>Tradewinds Pavilion</i>
Wednesday, March 26 All sessions in Grand Ballroom	
7:00 - 8:00 AM	Late Registration Continental Breakfast
8:00 - 8:10 AM	Welcome Maury Sullivan, Symposium Chairman and Jason Jones, BFA President
8:10 - 9:00 AM	What's New or Old in Auxiliary Event Entertainment <i>Learn how to keep your crowd happy and entertained no matter the weather</i> Presented by Staci Scheurenbrand
9:00 - 10:00	Insurance and Risk Management <i>An Interactive Review of Event Risks and How to Mitigate</i> Presented by Paul Smith and Karen Moore
10:00 - 10:20	Morning Break
10:20 - 11:15 AM	Pilot Recruitment, Screening and Acceptance An interactive discussion on the importance of knowing your pilot base Presented by Sam Parks
11:15 - 12:15 PM	Technology to Help the Organizer and Event Officials Presentation to include: theodolites old and new, Starlink, Watchmefly.net, Google Earth, mass notification systems, weather history analysis, etc. Presented by Andrew Pestun and Zerek Welz
12:15 - 1:30 PM	Lunch Break Food trucks, order in, or Marriott Dewberry restaurant
1:30 - 3:30 PM	Panel Discussion with Moderated Interactive Q&A A moderator driven audience participation presentation with experienced organizers and Balloonmeister covering a wide range of topics important to all Presented by Henry Rosenbaum, Jack Semler, Mark Donahue and Staci Scheurenbrand Moderated by Maury Sullivan
3:30 - 4:00 PM	Afternoon Break
4:00 - 5:15 PM	Working with the FAA FSDO, airspace considerations, Waivers and FSIMS, emergency response plan. Do I need an FAA Waiver? Presented by Bill Clemens joined by Mike Millard, FAA Aviation Safety Inspector

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Thursday, March 27		
7:00 - 8:00 AM	Continental Breakfast	
8:00 - 9:00 AM	Crisis Management and Controlling the Media Narrative Best practices for accident prevention as well as controlling the scene Presented by Pat Cannon	
9:00 - 10:00 AM	Sponsorships and the Selling of a Title Sponsor A discussion on how to attract sponsorships of all levels and landing the Big One, pros and cons of multi-year contracts Presented by Staci Scheurenbrand, National Balloon Classic, and Sam Parks, Carolina Balloon Fest	
10:00 - 10:20 AM	Morning Break	
	Grand Ballroom	Klefaber Room
10:20 - 11:15 AM	Event Officials and Staffing Review and discussion of key event officials and their responsibilities. Why are these officials important to me? Presented by Bill Clemens and Henry Rosenbaum	Balloonmeister, Organizing Your Team Presented by Sam Parks
11:15 - 12:15 PM	Balloon Event Guidelines See what experienced industry leaders believe to be the standards to be followed for a safe and successful event Presented by Maury Sullivan, event organizer and Balloonmeister	Safety and Weather Officers Presented by Henry Rosenbaum and Alex McCarthy
12:15 - 1:30 PM	Lunch Break Food trucks, order in, or Marriott Dewberry restaurant	
1:30 - 2:30 PM	Event Timing, Logistics, Volunteers and What's New in Events A review of critical decisions and evaluations in the decision to host a balloon event Presented by Henry Rosenbaum, Sam Parks and Staci Scheurenbrand Moderated by Maury Sullivan	Working with Watch Me Fly and Related Technology Presented by Andrew Pestun & Zerek Welz
2:30 - 3:15 PM	Marketing Your Event Establishing and reinforcing your event with key audiences can help increase participation and visitation. When the event doesn't go according to script (weather, incidents, accidents) the same planning can help lessen the negative ripple effect. Tom will share insights on how hot air balloon events can develop and implement a simple approach to promote and protect your event's reputation. Presented by Tom Garrity	Want to Host a Major Event? Where do I start, can I benefit from hosting a US National or World Championship? Presented by Andy Baird & Gai Bennett
3:15 - 3:30 PM	Afternoon Break	
3:30 - 4:30 PM	Bring It All Together Scenario analysis incorporating guidance provided in the BFA publication <i>Balloon Event Guidelines</i> Presented by Maury Sullivan	
4:30 - 5:00 PM	Closing thoughts, benefits of BFA/HACD membership Maury Sullivan, Chairman and Jason Jones, BFA President	