

Festival Events

Is there really anything we can apply to our events?
Listen to a festival/enthusiast organizer for an engaging discussion about
how to apply what works in the festival space into your event.

Presented by:
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President & Founder
MAD Event Management LLC



Who Am I?...



- Event entrepreneur
- 25 career launch events
- Experienced in all aspects of consumer/public shows, conferences and trade shows
- Produced my first Comic Con in 1997 in Chicago
- Currently produce 2 Comic Cons in California, 1 in New Jersey and 3 conferences
- Under contract with CPIT Shanghai Exposition Group to produce Shanghai International Comic Expo



How I got into the Event Business

How hard can it be?!

Early in my events career, I was handed the reigns to an acquisition event in Chicago. With a strong Marketing background, which included setting up booths as an exhibitor, it seemed easy enough. But to fully understand all of the mechanics of running a large scale event and achieve a level of competence took me many years.

Be Flexible

I founded MAD in February of 2009, right in the middle of one of the worst economic periods. Initially, I believed that I would use the company to do consulting work. But nobody was hiring or producing new Events. Pivot to launching Long Beach Comic Con later the same year. That convention continues to provide the resources we use to develop and incubate new projects.

Failure

My average is pretty good for failure. Out of 25 event launches, six remain. Ouch. Don't be afraid of the Go/No Go concept.



Trends in festival events

There are many models for adding festival-type elements into a tradeshow or conference program. We will focus on two ways for your existing event(s):

1. Create experiences
2. Add a consumer layer



Trends in festival events

Experiential marketing - what does that really mean?

- Incorporate visual elements that will allow attendees to take selfies with your branding prominently displayed
- Add an evening networking event that includes activities like karaoke, bowling, whatever appeals to your group's demographic
- Hire a professional speaker or entertainment figure (see photo of William Shatner from Star Trek at Long Beach Comic Con)



Identify brand extensions and/or revitalize your current portfolio

- Visualize a live event experience that takes into consideration all of the content areas in which you have experts on staff and/or cover in your trade publication or other outlets.
- Use your data – survey your attendees and sponsors
- Make the pages of your publication come to life through programming, pavilions, visual elements, etc.





The case for adding festival-type elements to your tradeshow

Add a strong visual element as people enter the venue. At this Javits Center, NYC event, we placed beautiful dancers on stilts as attendees entered the event space. It generated excitement and tons of social media activity.



The case for adding festival-type elements to your tradeshow

- Add music!
- Make sure to gain appropriate clearances when using a DJ or your own music feed



The case for adding festival-type elements to your tradeshow

- Add award elements (e.g. Best of X, Under 40, etc.) by producing an awards luncheon, dinner or cocktail party, all allowing for additional revenue opportunities through the following:
 - Congrats ads
 - Table buys
 - Sponsorship
- As part of our C3: Comic Creator Conference, we added the Dwayne McDuffie Award for a Diversity program as a closing element followed by a cocktail party



CONFERENCE SCHEDULE

3:00pm - 3:05pm

Opening Remarks

3:10pm - 3:55pm

Comic Book Production - The Digital Workflow

Come learn how the whole production puzzle comes together, and where all the pieces fit in the digital workflow of creating comics. Join Adobe Education Leader Sean Glumace, colorist David Baron, publisher/writer Chris Dickens, and artist/writer Dean Haspiel for this panel on how the Adobe Creative Cloud and other programs are used in comic book production workflow from layouts, artwork, coloring, lettering, design, production, and more. Come learn how to put the whole production puzzle together, and where all the pieces fit. Adobe will be giving away a 1 year (12 month \$599 value) subscription to the Adobe Creative Cloud during the panel.

4:00pm - 4:45pm

Supporting Creative Work Through Social Media

Learn how creating artwork on social media and creator-focused platforms can help fund creative work from independent illustrator Tori Gedvillas, who has published over 150 videos to YouTube and amassed a following of over 240,000 on Instagram and 160,000 on YouTube.

4:50pm - 5:35pm

Getting Press Attention for Creative Works

Three of the top journalists in the world of comics, Heidi MacDonald, Jennifer de Guzman, and Evan Narcisse (each of whom has worked as a comics writer or editor as well) discuss the challenges of how creators - especially those without the backing of a major publisher - can best get attention for their projects.

5:45pm - 6:30pm

Comics, Death, and Taxes: Finance and Estate Planning for Creators

We all work hard but how can we make the most of our money? Join a panel of experts - including HIGH MOON author David Callaher, financial advisor Shannon O'Leary, and entertainment entrepreneur Michael Anderson - as they discuss tax planning, generational wealth, and estate planning and share resources that can help creators paint a better financial picture for their future.

6:30pm - 7:15pm

Creator Connections: First Connections

Meet your next creative partner in this fun, interactive networking session. Many new comic titles and careers have been launched through this panel, which has never been offered in Long Beach. Bring business cards and samples of your work. This is the panel that has literally helped complete strangers form creative teams and publish comic books. Hosted by Marvel Comics writer Buddy Scalera (DEADPOOL). Sponsored by Marvy/Uchida markers.

7:15pm - 7:30pm

Break

7:30pm - 8:30pm

Dwayne McDuffie Award for Diversity in Comics Award Presentation

All C3 attendees are invited to stay after the conference for tonight's presentation of the Dwayne McDuffie Award for Diversity in Comics, celebrating diversity in the comics industry and continuing the legacy of the beloved animation writer and comic-book creator.

8:30pm - 9:30pm

Cocktail Reception

SISO
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MAD EVENT
MANAGEMENT

April 16-19, 2018 | Four Seasons Hotel - Las Vegas, NV

The Fun Part is Over?

Give serious consideration to the potential downside to adding festival type features to your event profile.

- Convention Center/Hotel/Venue bias against public shows
- High security costs and concerns
- Increase in risk given the typical timeline for ticket sales at a consumer show



Thank you for participating!

Feel free to contact me
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