

2008 SPORTS WISCONSIN SYMPOSIUM

September 3-4, 2008 • The Madison Concourse Hotel, Madison, Wisconsin

Wednesday, September 3

3:30pm – 5:30pm

Governor's Council on Tourism Sports Wisconsin Marketing Meeting:

Welcome from Linda Adler, Chair of the Governor's Council on Tourism, Sports Wisconsin Marketing Committee. Agenda will focus on program and projects that the committee will be working on for fiscal year 08/09.

5:30pm – 6:00pm

Social Reception

6:00pm – 8:00pm

Dinner and Keynote Speaker: Further information forthcoming.

Thursday, September 4

8:30am – 9:30am

Breakfast & Opening Program: Join Tourism Secretary Kelli Trumble & our morning presenter, Doug Chickering, Executive Director for the Wisconsin Interscholastic Athletic Association, for a welcome and official kick-off of the symposium. Doug will talk about his history with WIAA, the nation's first state high school association, along with the importance of youth sports.

9:30am – 10:30am

Dave Gilbert, President and CEO of the Greater Cleveland Sports Commission,

Gilbert's organization is responsible for attracting, promoting and managing major amateur athletic events and to create sporting opportunities for a youth and amateur athletes in the Greater Cleveland area. Dave will bring his perspective on what a sports commission is, how to create one and how to grow it.

10:30am – 12:00 noon

Open Forum: A discussion designed to answer your questions, hosted by members of the Sports Marketing Committee and a panel of industry experts. Come prepared to ask questions on anything from on how to work with your CVB to bring a sports event to your destination to contracting with a sports management organization.

12:00pm – 1:30pm

Lunch and Program: Invited Guest Speaker, Casey Fitzrandolf, Olympic Gold Metal Winner and Wisconsin original, will share with us his personal journey from a youth athlete to a Olympic competitor.

1:45pm – 2:45pm

Breakout Session/Workshops

- How to Deal with Media
- Sports Events Management 101
- Emerging Trends in Sporting Events
- How to Develop Sponsorships and Create a Profitable Event
- Engaging the Local Community

3:00pm – 4:00pm

Repeat Breakout Sessions

2008 SPORTS WISCONSIN SYMPOSIUM **REGISTRATION FORM**

BADGE INFORMATION

*This is how your badge will read. Please print clearly!

*First name or nickname: _____

*Full name: _____

*Title/Position: _____

*Company: _____

Address: _____

*City: _____ *State: _____ Zip: _____

Phone: _____ FAX: _____

E-Mail Address: _____

Emergency Contact: _____ Phone: _____

Please list any pre-existing medical conditions that might require special attention: _____

Please check here if you require a vegetarian meal.

REGISTRATION FEES

Early-Bird Registration Fee (Postmarked on or before 08/22/08)

Early-Bird Fee - \$95.00

Registration Fee AFTER 08/22/08

Full Registration - \$115.00

Student Registration Program

Student Registration - \$35.00

METHOD OF PAYMENT

Check Money Order Purchase Order AMOUNT ENCLOSED _____

Credit Card:

Credit Card #: _____ Exp. Date _____ MC or VISA only (Please circle)

Signature: _____

Please make checks payable to the WACVB.

Mail to: WACVB, PO Box 8690, Madison, WI 53708-8690

OR fax: (608)261-8213

Questions? Call Dawn Zandoni at (608)266-3978

Please indicate session choices on following page.

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SESSION CHOICES:

Please indicate your session preferences for roundtables and breakout sessions.

1:45pm – 2:45pm

- How to Deal with Media
- Sports Events Management 101
- Emerging Trends in Sporting Events
- How to Develop Sponsorships and Create a Profitable Event
- Engaging the Local Community

3:00pm – 4:00pm

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SPORTS WISCONSIN SYMPOSIUM POLICIES

Cancellations: While we realize that circumstances may require the cancellation of a pre-paid registration, please understand that conference expenses are projected based on your attendance. To receive a full refund, your request must be made in writing and e-mailed to Dawn Zaroni, dzanoni@travelwisconsin.com, by Friday, August 22, 2008.

Confirmations: Please make sure you have included your e-mail address on your registration form.

Lodging: Blocks of rooms are designated for conference attendees at The Madison Concourse Hotel. For reservations call – (800) 356-8293. Room rates are \$99.00 for a sngl/dbl occupancy.

Registration Information: Early-bird and Full Registration Fees include: official programmed events, materials, social events and all scheduled meal functions as outlined in the program. To save money, we recommend that you take advantage of the special early-bird rate. Please note, in order to qualify for the early-bird rate, your registration form must be returned to us **postmarked on or before 8/22/08**. Any registration forms postmarked after 08/22/08 will be billed at the full conference registration rate.