

2005 FFMA Operations Seminar

Seminar Agenda:

Wednesday, September 14th, 2005		
8:30am - 9:30am	Continental Breakfast and Ice Breaker	
9:30am - 11:30am	<p><u>Opening Session</u></p> <p><u>Creating the Experience: From the First Contact Point Through the End of the Event</u></p> <p>Marketing - Michael Kilgore,</p> <p>TBPAC FOH - Gary Nowick, BPCA</p> <p>Operations - Tom Prais, The Lakeland Center</p> <p>New Patrons - George Woods</p>	
11:30am - 12:00pm	<p>a.) <u>To Be Determined</u></p> <p>b.) <u>Facility Assessment and Long-Term Capital Forecasting</u></p> <p>John H. zumBrunnen, www.zumbrunnen.com</p>	
12:30pm - 1:45pm	Lunch and TBPAC Tour	Center Stage Cafe
2:00pm - 3:30pm	<p>a.) <u>Data Collection Methods and Ways to Utilize Your Patron Base</u></p> <p>b.) <u>Catering: Discussing Innovative Ways to Increase Revenue/Space Utilization</u></p> <p>Bernie Kloppenberg Cynthia Williams</p>	

3:30pm - 4:30pm	a.) <u>Closing Sessions</u> b.) <u>Ask The Boss</u> Mike LaPan, Robert Friedman	
4:30pm - 6:00pm	Reception	Center Stage Cafe

Conference Registration:

Registration for this conference is \$25 for Students and FFMA Member Facilities or Staff, \$35.00 for Non-Member Facilities. Please download and complete the [Conference Registration Form](#). Deadline is September 6, 2005.

To register, mail, fax, or email the completed registration form to:

Tampa Bay Performing Arts Center
c/o Judy Joseph
PO Box 518
Tampa, FL 33601-0518

Fax: (813) 222-1057
Email: judy.joseph@tbpac.org

Driving Directions:

[Map of 1010 North W.C. MacInnes Place,
Tampa, FL 33602](#)

From St. Petersburg (the south): Take the Bayside Bridge (S.R. 611) north to McMullen-Booth Road. Turn right on Ruth Eckerd Hall Drive.

From Tampa (the east): Take the Courtney Campbell Causeway (S.R. 60) & turn right (north) at McMullen-Booth Road. Turn right on Ruth Eckerd Hall Drive..

From Tarpon Springs (the north): Head south on Eastlake Road (S.R. 611), which becomes McMullen-Booth Road. Turn left on Ruth Eckerd Hall Drive.

Hotel Information:

The Marriot Courtyard, 102 E. Cass Street, Tampa, FL, 33602, has extended a rate of 74.00 per night for FFMA. For reservations, please call (813) 221-4224. Be sure to mention that you are with the Florida Facility Managers Association to receive the room discount.

Sailport Resort, 2506 North Rocky Point Drive, Tampa, FL 33607, has extended a rate of \$49.00 on the water. Make reservations with Maureen at 800-255-9599 or 813-281-9599. Her email address is msauer@sailport.com. www.sailport.com