

FFMA 2010 Conference Features The Best In The Industry!

Attendees of this year's FFMA conference will learn from some of the biggest names in the facility and booking side of the industry during two days of sessions designed to enlighten and educate all of us on how the "new economy" have changed our industry for good. Monday's program features a panel leaders discussing how the current state of the facility industry and featuring executives from some of the biggest names in facility management such as SMG, Global Spectrum, Venue Works, Populous and more. Tuesday features the ever-popular Agents & Promoters Panel with the best and brightest from around Florida giving us insights into how the new economy has changed their side of the business and the impact it's having on facilities. In addition to these two great panels, this year's program highlights the impact of technology with three sessions giving attendees great insights into maximizing ticketing capabilities & how to capitalize on the trends in social media. FFMA board member Allen Johnson will also discuss the emerging technologies and trends in venue construction from his vantage point of building the new start-of-the-art Arena for the NBA's Orlando Magic.

With all the great industry leaders from Florida assembled in one place and learning from some of the best in the business, this year's program is one that you certainly don't want to miss so register today!

The 2010 FFMA Annual Conference was held from **June 13-15, 2010** at:

Four Seasons Resort - Palm Beach

2800 South Ocean Avenue

Palm Beach, FL 33480

(561) 582-2800

(561) 547-1374 (fax)

<http://www.fourseasons.com/palmbeach>

2010 Conference Room Rate:

\$165.00/night

Conference Schedule:

[Download Draft Conference Schedule](#)
(Microsoft Word)

Note: Draft Conference Schedule (as of June 2, 2010)

Sunday, June 13, 2010

8:00am - 11:30am	Board of Directors Meeting <i>Sponsor: Ovations</i>
1:00pm - 5:00pm	Registration <i>Sponsor: Black Onyx Event Services</i>
7:00pm - 8:30pm	Opening Reception AEG Live - SE Offices <i>Sponsor: AEG Live, SE - John Valentino</i>
8:00pm - 11:00pm	Hospitality Suite <i>Sponsor: Robbins</i>

Monday, June 14, 2010

7:30am - 5:00pm	Conference Registration <i>Sponsor: Feld Entertainment</i>
7:30am - 8:00am	Continental Breakfast <i>Sponsor: Sentry Event Services</i>
8:00am - 8:10am	Morning Welcome Mickey Farrell - FFMA President
8:10am - 9:00am	Ticketmaster Presentation Clay Luter - Regional Vice President Tim O'Leary - Senior General Manager <i>Sponsor: Ticketmaster</i>
9:00am - 9:45am	Harris Fanfare Social Network Marketing Karl Williams - VP, Commerical Managed Services Business Joe Wright - Chief Architect, Retail Systems John Hogan - Program Manager, Commercial Managed Services <i>Sponsor: Harris IT</i>
9:45am - 10:00am	Coffee Break
10:00am - 10:45am	Providing Exceptional Customer Service Tom Williams - Facility Operations Consultant, Populous <i>ponsor: Populous</i>
10:45am - 11:30am	Emerging Technology & Trends in Venue Construction Allen Johnson, CFE/CPM - Director, Orlando Venues <i>Sponsor: ISS</i>
11:30am - 1:30pm	Lunch On Your Own
1:30pm - 2:15pm	Florida Legislative Update Rep. Ellyn Bogdanoff - Chair, Finance & Tax Committee, FL House of Rep. Wayne Malaney, P.A., <i>FFMA General Counsel</i> <i>Sponsor: Incognitus</i>
2:15pm - 3:15pm	Chat With Legendary Promoter Jack Boyle Jack Boyle - Chairman Emeritus, Clear Channel Entertainment Allen Johnson, CFE/CPM - Director, Orlando Venues Ron Spencer - Director, Tallahassee-Leon County Civic Center Mike LaPan, CFE - Director, The Lakeland Center <i>Sponsor: OAI</i>
3:15pm - 3:30pm	Coffee Break <i>Sponsor: Andy Frain</i>
	"State of the Industry" Frank Russo - Sr. Vice President, Global Spectrum

Conference Registration:

<u>Early Bird Registration (by May 11th)</u>		
Members	\$175.00	(Tuesday golf included)
Spouse/Other	\$100.00	(plus \$75/rnd for golf)
Non-Members	\$225.00	(plus \$75/rnd for golf)
Child	\$50.00	<i>Ages 13-18 - Ages 12 and Younger are Free</i>
<u>Regular Registration (after May 11th)</u>		
Members	\$200.00	(Tuesday golf included)
Spouse/Other	\$100.00	(plus \$75/rnd for golf)
Non-Members	\$250.00	(plus \$75/rnd for golf)
Child	\$50.00	<i>Ages 13-18 - Ages 12 and Younger are Free</i>

Employees within member facilities, who are not FFMA members, must register at the non-member rate. Golf is extra. Golf club rental is the golfer's expense.

Florida Presenters, who are not FFMA members, must register at the non-member rate. Golf is extra. Golf club rental is the golfer's expense.

Note: A \$35.00 handling fee will be charged for any cancellations made after June 1st, 2010.