

The 2011 FFMA Operations Seminar is scheduled for **October 4, 2011**.

[Straz Center for the Performing Arts](#)
1010 North W.C. MacInnes Place
Tampa, FL 33602

[FFMA Operations Seminar Registration Form](#)

[The Courtyard by Marriott Tampa - Downtown Tampa](#)
102 E. Cass Street
Tampa, FL 33602
(813) 229-1100 (voice)

Stepping out of the hotel into the landscaped courtyard area, you would never know you are in the center of downtown Tampa's business district. Located across the street from the Straz Center for the Performing Arts, and conveniently located near the Tampa Museum of Art, Convention Center, Tampa Bay History Center, St. Pete Times Forum, MacDill AFB, the Channel side district, Florida Aquarium, and Ybor City. Tampa International Airport is only six miles away. Enjoy breakfast and dinner in our Courtyard Cafe, relax at our outdoor pool, or workout in our fitness center. Free high-speed Internet access available at this hotel.

Special Conference Rates:
\$94.00 per night

9:00am - 10:00am	Conference Breakfast and Registration
10:00am - 11:45am	Playing Well with Others - Community Coordination of Major Events International Art or Performance Festivals, National Conventions are events that can stress community resources. Tampa Bay representatives will discuss the coordination and resulting enhanced relationships that occur when major events stress traffic, parking and security resources.
12:00pm	Lunch/Networking
12:45pm	Optional Tour
1:30pm - 2:30pm	Enjoying the Game without Any Pain (Life Safety Planning for National Sporting Events) Thousands of fans, add heat, alcohol and a questionable call by an official – how to keep your event fun and game. Moderator:

	Mary Milne, VP of Operations, St. Peter Times Forum Host of 2011 Stanley Cup Playoffs
9:45am - 10:00am	Coffee Break
1:30pm - 2:30pm	<p>Christening in the Stingray Tank - Rental Opportunities Outside the Box</p> <p>As the economy remains stalled Rental Managers are challenged to identify new clients and bring in alternate revenue streams. Learn how your colleagues are bringing in new events.</p> <p>Moderator: Jeanne Piazza, Programming Manager Straz Center</p>
2:45pm - 3:45pm	<p>Free Week on the Space Station with your purchase – Tricks & Trends to sell those Season Tickets and Subscriptions</p> <p>Pre-season ticket revenue is not what it used to be. What incentives and marketing campaigns are working?</p> <p>Moderator: Angela Lakin, Marketing Manager Straz Center</p>
4:00pm - 4:45pm	<p><i>Prince Sustainability and the Gas Slipper - What size is your Carbon Footprint?</i></p> <p>Knowing what your impact is, is the first step to doing something about it. Calculate your carbon footprint + manage and reduce it + save energy costs</p> <p><i>EccoSustainability Solutions</i></p>
4:45pm - 6:00pm	Closing Reception - Trade Show