



OCTOBER 16, 2012

## AGENDA

<b>Breakfast &amp; Registration</b>	<b>7:30-8:30</b>
<b>Introduction &amp; Greeting (Judy Joseph FFMA President)</b>	<b>8:30-8:45</b>
<b>Session 1: Guest Services Implementing Customer Service Programs to Maximize the Customer Experience</b>	<b>9:00-9:45</b>
<b>Session 2: RNC Review Facility Transformations, Special Events and the Secret Service</b>	<b>10:00-10:45</b>
<b>Break</b>	<b>10:45-11:00</b>
<b>Tour of Sun Dome and USF Athletics District</b>	<b>11:00-12:15</b>
<b>Lunch</b>	<b>12:15-1:15</b>
<b>Session 3: New! FFMA Website Launch &amp; Social Media</b>	<b>1:30-2:15</b>
<b>Session 4A: Event Booking Strategies to Keep Your Calendar Full and Your Bottom Line Healthy!</b>	<b>2:30-3:15</b>
<b>Session 4B: Interns &amp; Volunteers Maximizing the Experience for Both the Facility and the Individual</b>	<b>2:30-3:15</b>
<b>Session 5: Facility &amp; Event Operations Round Table Q&amp;A Submit Your Questions to be Answered by Industry Leaders</b>	<b>3:30-4:15</b>
<b>Trade Show &amp; Reception (beverages and light hors d'oeuvres offered)</b>	<b>4:30-7:30</b>