



CALLING ALL SPECIAL EVENTS PROFESSIONALS



# Webinar Training

SPONSORED BY THE CALIFORNIA/NEVADA FESTIVALS & EVENTS ASSOCIATION (CALFEST) AND THE CALIFORNIA PARKS AND RECREATION SOCIETY (CPRS) ADMINISTRATORS SECTION

## TRANSFORMING IN REAL LIFE CHALLENGING TIMES

### Guest Speakers & Topics



**MELODY BRUNSTING**  
PRESIDENT - MELODY'S AD WORKS, INC  
*HOW TO MARKET FUTURE SPECIAL EVENTS, WITH SAFETY IN MIND*



**DEAN KATO**  
CHAIR OF THE BOARD - CALIFORNIA STRAWBERRY FESTIVAL  
*YOUR EVENT IS CANCELLED - NOW WHAT?*



**MIKE WHAN**  
EXECUTIVE DIRECTOR - HOT AUGUST NIGHTS  
*HOW DO I KEEP MY SPONSORS WHEN TIMES ARE ROUGH?*



**BETH MACMILLAN**  
EXECUTIVE DIRECTOR - ARTOWN  
*THE BENEFITS OF VIRTUAL SPECIAL EVENTS*

### Moderated By



**TODD SEBASTIAN, CPRP**  
CITY OF LATHROP - SUPERINTENDENT OF PARKS AND RECREATION  
• BOARD MEMBER - CALIFORNIA/NEVADA FESTIVALS & EVENTS ASSOCIATION  
• BOARD MEMBER - CALIFORNIA PARKS AND RECREATION SOCIETY ADMINISTRATORS SECTION

FOR ADVANCED QUESTIONS,  
EMAIL [TSEBASTIAN@CI.LATHROP.CA.US](mailto:TSEBASTIAN@CI.LATHROP.CA.US)

**Free!**

JOIN THIS "FREE" WEBINAR FOCUSED ON BRIDGING THE KNOWLEDGE OF SPECIAL EVENT PROFESSIONALS AND THE "REAL LIFE" INFLUENCES FROM COVID-19.

*June 11<sup>th</sup>*  
**10:30 AM - 11:30 AM**

REGISTRATION DEADLINE  
**JUNE 10<sup>TH</sup> @4:00PM**



### Attendees Will Receive

A POWER HOUR TRAINING THAT WILL PRECISELY ADDRESS WHAT YOU NEED TO KNOW AND HOW TO TRANSFORM IN SUCH CHALLENGING TIMES



*Online Registration*

REGISTER AT THIS LINK

<https://bit.ly/EventWebinarCalFest>

