



Main Street New Jersey

NJ DOWNTOWN REVITALIZATION & MANAGEMENT INSTITUTE

Promoting Downtown: Making the Most of Events and Making them Profitable

PROGRAM DESCRIPTION

October 28th and 29th

Wednesday, October 28th

8:30 am Registration & Refreshments

9:30 am Welcome – Donna Rendiero, *Acting Executive Director*, New Jersey Office of Smart Growth, opens the program by offering welcoming remarks and connects the work of the Office of Smart Growth to the work of downtown revitalization and the importance of both.

9:40 am Connecting the Downtown Dots – Jef Buehler, *State Coordinator/Director*, Main Street New Jersey & Improvement Districts, provides a brief and interactive overview of the Main Street approach to revitalization and introduces the session content for the DRMI.

10:00 am DIY Promotions: Local and National Best Practices – Heather McCall, *AICP, Assistant State Coordinator*, Main Street New Jersey; As budgets get tighter, the need for grass-roots creativity and coordination to maintain local events becomes paramount. Learn from a review of successful promotions in diverse locations around the nation.

11:15 am Break

11:30 am DIY Promotions: More Local and National Best Practices – Heather McCall, continues the creative event examples, with a focus on *retail* events and activities.

12:15 pm Lunch

1:15 pm Evaluating Promotional Events & Activities for Sustainability and Success – Jef Buehler, *MPA, State Coordinator/Director*, Main Street New Jersey & Improvement District Programs, provides a Matrix format to assist you in evaluating your promotional events and activities based on a comprehensive set of criteria to assist you in prioritizing limited staff, volunteer and financial resources and maximizing your effectiveness.

1:50 pm Break

2:00 pm Evaluating Promotional Events – Using the Matrix for Your Program – Jef Buehler; Taking the Matrix model from the case study to you, this session will be a break out opportunity to work in small groups and evaluate *your* downtown program's own promotional events and activities.

3:00 pm Session Adjourns



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Thursday, October 29th

8:30 am Registration & Refreshments

9:30 am Sponsorships from Start to Finish: Pricing, Sales and Evaluation — Sylvia Allen, *Principal, Allen Consulting*, leads an informative session that will give attendees the vocabulary of and a plan of attack for making your promotional events and activities more profitable.

10:45 pm Break

11:00 am Successfully Selling Sponsorships in a Down Economy – Sylvia Allen takes the current economic situation into context and will inspire you with tools and techniques to sell sponsorships effectively in spite of the challenging fiscal climate.

12:15 pm Lunch

1:00 pm Branding Strategies for Marketing your Community (Lecture & Workshop), Sylvia Allen

Break TBD

2:00 pm The Numbers Tell The Story: Knowing Your Event Data and How to Use It for Sponsorships and Support, Sylvia Allen will help you learn about the specific data types you need to obtain from your events (and how and where to find it) for gaining sponsorships and support from both the private and public sector.

3:00 pm Adjourn