

**Nov. 12 - Heritage Sandy Springs,
Administration Office**

9:00 Registration

9:30 - 10:30 Search Engine Optimization

Search engine optimization (SEO) is the process of improving the volume of traffic to a Web site from search engines. We will discuss the importance of Google, Bing, Yahoo and other search engines and best practices to give your site a lift.

Neville Bhada, Southeast Tourism Society

10:45 - 12:00 Maximizing Your Events Exposure

Why reinvent the wheel when it is right at our fingertips? The Georgia Department of Economic Development has many programs available to festivals, events, and Georgia businesses such as grants, co-op marketing, event listings plus much more.

Brittney Gray, Georgia Department of Economic Development

12:00 - 1:00 Lunch

1:00 - 2:00 Sponsorship is Partnership

Sponsorship is a critical piece of every successful event or festival. The economy may be challenging, but treating your sponsors as true event partners helps everyone come out a winner. Learn sponsor sales tips and techniques and discuss activation ideas to keep your sponsors coming back year after year.

Rick Kern & Ellie Moshtael, MixIt Marketing

2:00 - 3:30 What's on Your Mind

Join your peers as we discuss current issues we all are facing: the challenges, successes and failures. Professionals from the metro area will be on hand to offer suggestions, provide leads and salute happy endings.

[Register for the Sandy Springs conference](http://georgiafestivals.org/happening/one_day_registration_09.pdf)

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[Heritage Sandy Springs](http://www.heritagesandysprings.org/) <http://www.heritagesandysprings.org/>