



What Was Your Most Profitable Event?

Why...?

What Was Your Most Exciting Event?

Why...?

Special Events  
Vs.

Brick & Mortar

### Creating an Event

- Existing Area Events
  - Local attractions, parks, activities
- Creating A secondary Event
- Creating New Events
  - Specialty Event
  - Food, Wine and Gourmet
  - Ethnic - Cultural
  - Product Event
  - Entertainment
  - Niche Group Event

### ABA's Top 100 Events

- Existing Event
- Norfolk Tattoo in Virginia
- Iowa State Fair

Other Great Event

Red Neck Games

Leisure Suit Convention

International Tartan Parade

### Creating an Event

Not another Chili Cook-off  
Or Dog and Pony Show

### Re-Branding an Event

Make your event fresh  
Add New Activities Events

### Make The Event Sizzle



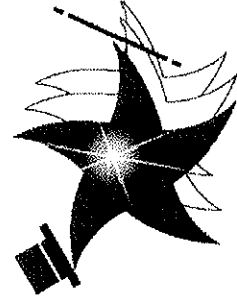
### Using Entertainment to sell the Event



### Using a Celebrity Real or Make Believe



FunME Events



[www.FunMEEvents.com](http://www.FunMEEvents.com)

[www.BroadwayToYou.com](http://www.BroadwayToYou.com)

