



THIRD ANNUAL ARTISTS CONFERENCE

CALL FOR 30 MINUTE PRESENTATIONS

"Where Nature and Culture Meet"

Friday, May 3, 2024

9:00 am – 4:00 pm

Cuscowilla Nature & Retreat Center
210 SE 134 Ave, Micanopy, FL 32667

Name: Jessica Hurov

Agency/Title: Visit Gainesville, Alachua County

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Session Title: Marketing Your Event and Programs

Brief Description of Proposed Session (2-3 sentences):

We will review event marketing from start to finish, including how to leverage social media, radio, online, email and other tactics to increase audience size and build engagement with your audience. After a brief introduction, attendees will be guided through an interactive session where they can create the outline of a marketing plan.