

WAR OF 1812 LEGACY SYMPOSIUM

Kirwin Development Strategies
July 9, 2014

OVERVIEW

War of 1812 Legacy Symposium

- *June 19-21, 2014*
- *Held at Fort Monroe and Hampton University*
- *Thursday VIP reception*
- *Friday teachers workshop, reception and concert*
- *Saturday scholars sessions*

Event Coordination

- *Registration*
- *Logistics*
- *Budget*
- *Sponsors*

AGENDA: THURSDAY



- *VIP Reception*
 - *Lovely event at the home of Hon. Glenn and Mary Oder*
 - *Several sponsors attended*
 - *Most of the speakers attended*
- *Lessons learned:*
 - *Great venue*
 - *Great caterer*
 - *Works even in power outage*

AGENDA: FRIDAY



- *Teacher Workshop*
 - *FMA Theatre great venue*
 - *Plenty of capacity*
 - *A/V went well*
 - *Lobby/front patio good for breaks*
 - *FMA provided MiFi hotspot*
 - *Guest check-in went well*
 - *Each attendee had a name badge, registration packet & goodie bag*
 - *Speakers had special packets & goodie bags*
 - *Lessons learned*
 - *Use backup laptop instead of event planner's*

AGENDA: FRIDAY



- *Lunch at Chamberlin*
 - *Gorgeous venue*
- *Dinner reception at Casemate*
 - *Great location, especially since outdoors*
 - *Not very well attended*
- *Concert*
 - *Great turnout from public*
- *Lessons learned:*
 - *Promote dinner differently*
 - *Perhaps open invitation*

AGENDA: SATURDAY

- *Scholar sessions*
 - *Journalism Hall a great venue*
 - *Tables set up for book sales as well as NPS and Hampton CVB*
- *Breakfast and lunch at HU Dining Hall*
- *Lessons learned*
 - *Either start sessions later or ask if dining hall will open earlier*
 - *Double check with hospitality re: drink service*
 - *Clarify teacher attendance expectation*



EVENT COORDINATION

REGISTRATION

- *Registration & website handled by HU*
- *Attendance*
 - *119 total attendees*
 - *78 educators*
 - *10 Commission/Council members or general public*
 - *21 speakers*
- *Lessons learned*
 - *Event coordinator should have direct access to registration & website if possible*
 - *Determination should be made early on as to who will contact attendees and contact should be early & often*
 - *Greater emphasis to outreach of historical groups*
 - *Clearer understanding of information communicated to teachers*

EVENT COORDINATION

- **Vendors**
 - *All catering and concert vendors did their jobs well*
- **Print materials**
 - *All printed materials were well done and appropriate to the event*
 - *Signage, nametags, programs, etc.*
- **Speakers**
 - *Speaker coordination went smoothly*
- *Lessons learned – great team effort between FMA, HU and event coordinator made logistics smooth sailing*

EVENT COORDINATION

BUDGET

- *Commission approved budget: \$70,000*
- *Estimated symposium budget: around \$43,500*
- *Not counting speaker expenses, all other expenses came in around \$3,300 under estimated numbers*
- *Assuming speaker expenses to be what we estimated, we came in just over \$40,000*

EVENT COORDINATION

SPONSORSHIPS

- *Multiple efforts made to secure sponsorships with minimal response*
- *Total sponsorship dollars raised - \$8,500*
- *Also received in-kind contributions from two sponsors*
- *Lessons learned:*
 - *Raising money during budget crisis extremely difficult*
 - *Getting sponsor interest in event geared toward niche audience a challenge*
 - *More incentives needed to get more interest*

THANK
YOU!

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