

# WAR OF 1812 LEGACY SYMPOSIUM

*Kirwin Development Strategies  
May 19, 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 public sessions*

### *Event Coordination*

- *Registration*
- *Logistics*
- *Speakers*
- *Marketing*
- *Fundraising*

AGENDA:  
THURSDAY



- 5:00 – *VIP Reception*
  - *Location: FMA House*
  - *Commission members*
  - *Advisory Council members*
  - *Speakers*
  - *Sponsors*
  - *Other VIPs*
- 6:45 – *FM Concert by the Bay*
  - *Optional event hosted by Fort Monroe*
  - *Music By the Bay Summer Concert Series*
  - *USAF Heritage Brass Band Ensemble*

AGENDA:  
FRIDAY

TEACHER  
WORKSHOP



- 8:00 – *Registration*
  - *Location: Fort Monroe Theatre*
  - *Continental Breakfast*
- 8:45 – *Workshop Commences*
  - *Presentations*
  - *Panel discussions*
  - *Historical interpreters*
- 12:00 – *Lunch*
  - *Location: Chamberlin Hotel*
  - *Presentations*

AGENDA:  
FRIDAY

TEACHER  
WORKSHOP



- 2:00 – *Fort Monroe Site Discussion*
  - *Location: Fort Monroe Flag Bastion*
  - *Optional Casemate Museum tour*
- 3:30 – *Workshop Continues*
  - *Location: Fort Monroe Theatre*
  - *Panel discussion*
- 5:00 – *Reception*
  - *Location: Casemate Museum*
  - *Caterer: La Bodega casual BBQ*
- 7:00 – *Concert Performance*
  - *Location: Continental Park*
  - *Welcome: Del. Cox, Presidents*
  - *Performance of period music: Hampton Roads Philharmonic Orchestra*

AGENDA:  
SATURDAY

PUBLIC  
SESSIONS



- 7:45 – *Registration*
  - *Location: Hampton University (venue TBD)*
  - *Continental Breakfast*
- 8:15 – *Sessions Commence*
  - *Presentations*
- 12:00 – *Lunch*
  - *Location: HU dining hall*
  - *Theatrical presentation – directed by Sen. Mamie Locke*
- 1:15 – *Sessions Continue*
- 3:30 – *Opportunity for Participant Feedback*
- 4:00 – *Symposium Close*

EVENT  
COORDINATION

REGISTRATION

- *Hampton University set up website for registration*
- *Teachers Workshop max capacity – 150 attendees*
- *Teachers get \$50 stipend and free registration*
- *Public pays \$40 registration fee, includes breakfast and lunch*
- *Current registration: 88 attendees – as of May 15, does not include speakers or Commission/Council members*

EVENT  
COORDINATION

LOGISTICS

- **Vendor Selection**
  - *Friday reception catering: La Bodega*
  - *Friday concert sound: CraftWork Sound*
  - *Friday concert staging and misc. rentals: Hampton Roads Events*
- **Filming**
  - *Hampton University will be contracted to film all presentations and panels*
  - *Will deliver master disc to DLS*
- **Print materials**
  - *DLS will design and print program for symposium attendees*
  - *HU will print nametags*
  - *KDS will design and have vendor print Friday night concert program*

EVENT  
COORDINATION

SPEAKERS

- **Speaker Selection**
  - *Advisory Council selected and invited speakers*
  - *All have been confirmed*
  
- **Coordination**
  - *Hotel arrangement*
  - *Travel reimbursement*
  - *Honoraria*
  - *Presentations*
  - *Bios*
  - *Attendance at VIP reception*

EVENT  
COORDINATION

MARKETING

- *DLS press release*
- *Advertisements in Hampton Roads newspapers*
- *Promotion at VA Association of Museums conference*
- *Inclusion in Superintendent's Memo for public education administrators*
- *TeacherDirect emails*
- *Outreach to school divisions social studies central office personnel*
- *Announcements sent to Virginia Consortium of Social Studies Specialists and College Educators*
- *Promotion on Commission's Facebook page*
- *Promotion to 1812 historical groups*

EVENT  
COORDINATION

BUDGET

- *Commission approved budget:*  
\$70,000
- *Estimated symposium budget:*  
*apprx. \$45,000*
- *Summary (all amounts apprx.):*
  - *Speakers:* \$13,000
  - *Catering:* \$16,000
  - *Concert:* \$4,275
  - *Materials/Mailings:* \$1,550
  - *Producer:* \$7,500
  - *Misc.:* \$2,675

EVENT  
COORDINATION

BUDGET: SPONSORS

- *Efforts have been made to secure sponsors:*
  - *Numerous mailings to prior and potential sponsors*
  - *Follow up phone calls*
- *Sponsorships to date:*
  - *Dominion* \$2,500
  - *Christian&Barton* \$1,000
  - *NN Shipbuilding* \$1,000
  - *McGuire Woods* \$1,000
  - *Total* \$5,500

**THANK  
YOU!**

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