

2024 Kansas Fairs & Festivals

Speakers/Presenters

Kendall Gammon – Keynote speaker – Hall of Fame Dinner

Topic - Minding Mindset

Experience a rollercoaster of emotions – the lowest lows and the highest highs – that will make you laugh, make you think, and **inspire you**

About: Kendall Gammon is a sought-after keynote speaker with unexpected on-stage presence – a presence that's quite different than you'd expect from a 15-year NFL veteran known for his physical strength. Drawing on personal life challenges, Kendall delivers a message threaded with vulnerability and uses authentic storytelling to inspire business owners and their teams to use emotional strengths to embrace change, build stronger relationships, and positively impact their own growth and success.

PRESENTER(S): Dr. Todd R. Vogts (Assistant Professor of Media at Sterling College) and Holly M. Schmidt (Assistant Professor of Public Relations and Digital Media at Sterling College)

TITLE: Confident Conversations: Interacting with the Media to Tell Your Story

SYNOPSIS: In this session, we will discuss the different types of media one might encounter, unpacking how to address each and the audiences they connect with. We will cover how to develop blanket talking points to utilize during interactions with the media, and since the media is not an advisory, we will talk about how and when to invite the media to your event, including suggesting story ideas and providing background information in advance of an interview. Additionally, we will explore how to create and implement a crisis communication plan to deal with those unfortunate and rare situations when the attention is less than positive. Finally, we will practice interacting with the media through activities such as a mock press conference.

Note: This is a two hour presentation with real time, hands on experiences. And Q&A

PRESENTER(S): Justin Smith, DVM – Kansas Animal Health Commissioner – Kansas Department of Agriculture; Nathan Brown – Emergency Management Coordinator – Kansas Department of Agriculture

TITLE: Animal disease response and potential impact on your event.

SYNOPSIS: Is your event prepared for a potential animal disease outbreak? What can you do to lessen the impact of an animal disease to your future events? This discussion covers the Kansas Department of Agriculture response to animal disease outbreaks and collaboration with event organizers. Join us for a scenario-based discussion which includes topics of biosecurity, communication with stakeholders, accountability practices, and planning.

Note: This is a two hour presentation with real time, hands on experiences. And Q&A

Friday

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PRESENTER(S): Lynette Hofer, American Red Cross Instructor, Rebel Spirit Health LLC

TITLE: Until help arrives!

SYNOPSIS: What should your board do in a medical emergency while waiting for EMS? We will look at equipment to have on hand, (i.e. AED) simple techniques to give the person a better chance of survival, and the legality of it all. All suggestions that will be given do not require special certification or training making these easy additions to improving public safety.

PRESENTER(S): Greg Schmidt, Western Kansas Account Executive, KWCH

TITLE: Marketing in Today's World without breaking the Bank

SYNOPSIS: Over the last 40 years, Greg has seen a lot of changes in the advertising marketplace. What we did in the past doesn't always work the same as it used to. We will share insight into some of today's different types of marketing and visit about what is working and maybe what isn't working as well.

PRESENTER(S): Christina Ramirez, Account Executive - Haas & Wilkerson Insurance

TITLE: "What Could Possibly Go Wrong With That"

SYNOPSIS: This is a proactive approach to event protection and liability. During this presentation I will outline various items to provide a safer experience for our patrons and for our Fairs. My goal is to ignite conversation and awareness of the overall safer approach to the Fair business.

PRESENTER(S): Round Table Workshops

TITLE: Topeka Room – Getting and working with vendors – Ty Lewick

Sedgwick Room – Finding Volunteers since we need some help!! – Greg Dixon

Arkansas Room –

SYNOPSIS: Rotates every 30 minutes

Saturday

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PRESENTER(S): Convention attendees

TITLE: Open Forum

SYNOPSIS: This is an excellent opportunity to help others by telling us about your fair or festival/ sharing of ideas/events/challenges. Over the years this one on one session has help many fairs/festivals bring new ideas to their events as well as helping solve some of the struggles we all encounter.

PRESENTER(S): Dave Lewis

TITLE: Game Show Road show

SYNOPSIS: We are not sure what Dave will be up to, but we promise he will have games that will be fun, exciting, with lots of laughs that will be worth the time to hang around before that drive back home. Everyone will have a chance to participate and Nice Prizes will be awarded to the winners.

Sunday