



FAIRS RISE

REUNITE, INSPIRE, SUPPORT, EDUCATE
2023 IAFE MANAGEMENT CONFERENCE - ST. LOUIS, MO

PRELIMINARY PROGRAM

April 19-21 ♦ Hyatt Regency at the Arch

Sponsored by:



April 19, Wednesday

- 8:00 a.m. – 12:00 p.m. **Registration**
♦ *Hotel Lobby*
- 8:00 a.m. – 10:00 a.m. **IAFE Board of Directors Meeting**
♦ *Sterling 3*
- 10:30 a.m. **Depart for Budweiser Tour**
[THIS OPTIONAL TOUR IS NOW SOLD OUT]
♦ *Meet in Hotel Lobby*
Bus leaves Hotel – 10:30 AM
Tour Time – 11:00 AM
Return to Hotel – 1:30 PM
- 12:15 p.m. **St. Louis Cardinals vs. Arizona Diamondbacks**
Baseball Game *(Optional)*
For those who are interested in purchasing tickets.

Ticket Link:

<https://www.mlb.com/cardinals/tickets/single-game-tickets>

- 2:15 p.m. **Depart Hotel – Walk to Ballpark Village**
◆ *Meet in Hotel Lobby*
For those who want to walk as a group to Ballpark Village.
- 2:30 p.m. **“An Introduction to Ballpark Village: Learn How They Do Guest Experience”**
◆ *Budweiser Brew House – Crown Room*

Presented by: Mike LaMartina (Event Sales, Ballpark Village)
- 3:15 p.m. **Opening Reception Overlooking Busch Stadium**
◆ *Budweiser Brew House – Crown Room*
- After the Game **Dinner with Friends – Ballpark Village**
There are many options for food within Ballpark Village for you to make dinner plans.

April 20, Thursday

- 8:00 a.m. – 9:00 a.m. **Onboarding Idea Swap @ Breakfast**
◆ *Park View*
Are you setting up your employees for success from Day One? A streamlined onboarding plan for new hires and board members provides them the knowledge and resources to be effective at their job and ensures nothing falls through the cracks. We know it’s important, but have we developed (and continued to evaluate and tweak) that plan? Bring your onboarding plan (in all its color-coded glory, or the chaotic mess that it is) so we can discuss, learn, develop, and perfect our own. Our goal is to develop a resource for the IAFE Library from the discussions.
- 9:00 a.m. – 10:00 a.m. **CFE Presentation**
◆ *Grand Ballroom F/G/H*
- 10:30 a.m. – 12:00 p.m. **“The What, Why, How & Cautions of Behavioral Style Assessments”**

◆ *Grand Ballroom F/G/H*

Many of us have taken a behavioral assessment in our careers, but just taking the assessment does not provide the best results. Don Tyler was raised on a family farm and managed businesses for 16 years before becoming a private management coach. He works with family businesses, companies, organizations, and entrepreneurs, coaching them in the areas of communication, management and generational transition, leadership development, and overcoming their challenges and barriers to success. Don will share:

- A brief history of assessments and why we use them
- Getting the best training and results from assessments
- The great value an assessment can bring
- General cautions when using any assessment tool
- Using assessments in personal and professional development
- The need for advocates within the organization

Presented by: Don Tyler (Tyler & Associates)

12:00 p.m. – 12:15 p.m.

Motivating Employees – Discussion Primer Video

◆ *Grand Ballroom F/G/H*

12:15 p.m. – 1:00 p.m.

Lunch & Discussion about Motivating Employees

◆ *Park View*

1:30 p.m.

Depart for Washington, MO

◆ *Meet in Hotel Lobby*

2:30 p.m. – 5:00 p.m.

Visit Washington, MO and the Washington Town & Country Fairgrounds

Tour the Washington Town & Country fairgrounds and watch video of the fairgrounds set-up for the fair. Discover how the Washington City Park transforms for the fair. We'll drop off at Washington Area Chamber of Commerce/Washington Farmers' Market for a short welcome with appetizers and cocktails. Then tour the Missouri Meerschaum Company – Washington, MO is known as the “Corn Cob Pipe Capital of the World.” Relax for a short time in

beautiful downtown Washington (local shops, bars, etc.)

5:00 p.m.

Depart for Triple 3 Winery and Dinner

◆ *Meet in Hotel Lobby*

April 21, Friday

8:00 a.m. – 8:45 a.m.

Team Building @ Breakfast

◆ *Park View*

Team building is a key component in a successful business culture. Through on-going team building exercises, managers can improve communication, develop trust, and encourage collaboration. One method of team building that can be easily added to meetings or team gatherings is Q&A activities which are meant to be conversation starters and develop engagement for teams. We will be providing samples of Q&A cards at our breakfast gathering for each of you to try out. You will get a takeaway with sample questions and where to buy.

8:45 a.m. – 9:45 a.m.

IFM Facilities Management Grad Track Case Study Presentation

◆ *Grand Ballroom F/G/H*

The 2022 IAFE Institute of Fair Management Facilities Management Grad Track enrollees will present their final course project, a facilities management toolkit. The presenters have participated in six Facility Management courses, volunteered in their communities, and have worked as a team to develop an IAFE member benefit toolkit. This presentation is a culmination of over a year's hard work and preparation.

10:00 a.m. – 11:00 a.m.

“Your Assessment – Results, Discussion, Challenges, and Applications”

◆ *Grand Ballroom F/G/H*

After taking an assessment of your choice, what are your thoughts, questions, and ideas? Don will review assessment results, what they mean, and how they can be used. This session will include open discussion about different assessments, challenges, and

applications. Attendees will be able to share experiences and discuss what they are looking for in an assessment. Don will share reasons specific assessments are used. The session will close with Q&A about personnel challenges and assistance to resolve.

Presented by: Don Tyler (Tyler & Associates)

11:15 a.m. – 12:15 p.m.

TBD Workshop

◆ Grand Ballroom F/G/H

12:15 p.m. – 12:30 p.m.

Best Practices for Managing People – Discussion Primer Video

◆ Grand Ballroom F/G/H

12:30 pm – 1:30 pm

Lunch & Discussion about Managing People

◆ Park View

1:30 p.m. – 2:30 p.m.

“A Guest-Centered Approach by Design”

◆ Grand Ballroom F/G/H

- What do your guests want from the experience?
- What is the fair’s value proposition?
- Staging a great arrival experience?
- Providing guests value after fair?
- Earning a “nine” Net Promoter Score

Presented by: Tom Owen (PGAV)

3:00 p.m. – 5:30 p.m.

Visit City Museum or St. Louis Aquarium @ Union Station

City Museum Listen to an introduction by Rick Erwin, General Manager, then experience this unique attraction.

St. Louis Aquarium Hear from Erin Clark, Director of Animal Projects at the St. Louis Aquarium, about how they maximize guest experience with minimal space.

Departure is at 5:30 p.m. Bus options will include:

A) City Museum to Union Station for

Dinner/Entertainment option

B) City Museum to Hotel

C) St. Louis Aquarium @ Union Station to Hotel

April 22, Saturday

8:00 a.m. – 9:00 a.m.

2023 Convention Committee Meeting

◆ *Mills Studio 3*