

Managing Your FATE

Festival, Activities and Tourism Events Management Training

Many communities and organizations put on events to attract tourists and to raise revenues. Most are managed by volunteers that have little training or experience in running an event. By becoming better event coordinators, tourist-related organizations can effectively market and promote their event and ensure that their visitors will have a positive and enjoyable experience in their community.

About this Resource:

The Managing your FATE is a series of three workshop sessions geared toward the smaller organizations that have a limited or no staff and rely upon volunteers to direct and coordinate festivals, activities and tourism events in their local communities. This series is adapted from the University of Minnesota Center for Tourism “Festivals and Events Management” Program.

Session 1 covers the topics:

- Leadership and Volunteer Management
- Planning and Organization
- Financial Management and Sponsorship

Session 2 covers the topics:

- Crisis and Risk Management
- Sponsorship
- Marketing and Promotion

Session 3 is a case study of a community festival

Putting it to Work in Your Community:

This resource is intended to be used as a training program to give event coordinators the skills and knowledge to design and direct festivals, activities and tourism events. Organizations can contract with UWEX Cooperative Extension to provide in-house training or send their event coordinators to a Managing Your FATE program in the area.

For More Information:

<http://www.uwex.edu/ces/cced/tourism/>

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