

Musicians and Exhibitors

MUSICIANS

Thanks to Groove House for coordinating our music!

Codetta South

Codetta South is the moniker of musician/songwriter/producer Brennan White, who is the solo creator for all of Codetta South's music. His debut album released November 11, 2016 and contains songs that cover the grounds of Americana folk-rock blended with jazz, swirled together with a dash of country, and topped off with genuine lyrics that allude to life and its many challenges.

Email: codettasouth@gmail.com

Phone: 615-202-9424

Malcolm McBride

From Morton, MS, Malcolm has been playing the keyboard since he was 4. He is a multi-instrumentalist well versed on the keyboard, drums, and organ in a variety of styles including gospel, funk, and blues.

Instagram: [malcolmmcbride_](https://www.instagram.com/malcolmmcbride_)

Phone: 769-274-2056

Capybara

Capybara is a bass and piano duo whose greatest feature is versatility. Their repertoire covers anything from the classical music idiom to all of the different jazz styles (and many things in between including pop and rock). They have the versatility and experience to meet the musical needs of any event, always leaving room for new learning experiences.

Email: julipc93@hotmail.com

Phone: 909-678-2774

EXHIBITORS

Mississippi Department of Revenue
Red Door Marketing Agency
Southern Miss Event and Conference Services
The Area Development Partnership
USM Hospitality and Tourism Management

Connect & Emerge

An event planning conference for the Pine Belt

Lake Terrace Convention Center
Friday, April 12, 2019
8:30 a.m. - 4 p.m.

Presented By:



Lunch Session Sponsor:



Bronze Sponsors:



Schedule of Events

- 8:00 – 8:30 a.m.** **Registration & Breakfast**
Musician, Codetta South
- 8:30 -9:30 a.m.** **Welcome**
Jennifer Clark, Emerge Events
Dr. Wei Wang, The University of Southern Mississippi
- Opening Session** - Lakeview Room
- Setting the Table for a Successful Event**
Betsy Mercier and Samantha McCain, City of Hattiesburg
- 9:45-10:45 a.m.** **Breakout Sessions 1**
- Promoted Events and the MS Department of Revenue** - Garden Room
Kesha Smith, Mississippi Department of Revenue
- Sold Out! How to Market Your Event the Smart Way** - Executive Conference Room
Brook Jones, Red Door Marketing Agency
- 10:45-11:00 a.m.** **Break & Exhibitors**
Musician, Malcolm McBride
- Lunch Session** - Lakeview Room
- 11 a.m. - 12 p.m.** **All Things Events From the Hattiesburg Convention Commission**
Elliot Zalaznik - Director of Event Production, Sales and Services
Erika Small - Convention Sales and Services Manager
Amanda Hargrove - Director of Marketing
Mike Gillespie - Executive Sous Chef
Elle Craft - Food and Beverage Supervisor
- 12:00-12:15 p.m.** **Break & Exhibitors**
- 12:15-1:15 p.m.** **Breakout Sessions 2**
- Adding Art to Events** - Garden Room
Vixon Sullivan, Vixon Sullivan Art
- How to Book a Band** - Executive Conference Room
Amie Nunez, Groove House
- 1:15-1:30 p.m.** **Break & Exhibitors**
- 1:30-2:30 p.m.** **Breakout Sessions 3**
- Meet the Media** -Garden Room
Lici Beveridge, Hattiesburg American
Jason Niblett, Venture South Magazine
Jonathan McGowan, JMac Productions, LLC
Sherri Marengo, iHeart Radio
- Signs, Signs, Everywhere There's Signs!** - Executive Conference Room
Brian Saffle, Signs First
- 2:30-2:45 p.m.** **Break & Exhibitors**
Musician, Capybara
- 2:45-3:45 p.m.** **Closing Session** - Lakeview Room
Event Survival Guide
Jennifer Clark, Emerge Events
- 3:45 p.m.** **Door Prizes**

Session Descriptions

Opening Session

Setting the Table for a Successful Event

From a party in the streets and a concert in the park to a banquet or wedding at a city-managed facility – it all takes coordination from multiple departments that provide city services. Join the City of Hattiesburg's Betsy Mercier, assistant to the mayor and liaison for events, and Samantha McCain, chief communications officer, for an opening session that will provide participants with a quick-start guide for hosting events with the City of Hattiesburg.

Breakout Sessions 1

Promoted Events and the Mississippi Department of Revenue

Learn about the laws, rules, and regulations concerning Promoted Events in Mississippi. Kesha Smith with the Mississippi Department of Revenue will be providing information regarding the promoter's responsibilities as well as laws concerning temporary beer and liquor permits.

Sold Out! How to Market Your Event the Smart Way!

Brook Jones with Red Door Marketing Agency will present Digital Marketing Trends for 2019 and what platforms would fit best for your event. Offer tips and tools that will help you streamline your marketing and engage your audience. Best practices for keeping your message and brand consistent across all marketing platforms. Own your list! Capture and build your client database with ease.

Lunch Session

All Things Events From the Hattiesburg Convention Commission

Get an idea for the various roles throughout the Convention Commission and how they each contribute to events. Joining us will be Elliot Zalaznik, Director of Event Production, Sales and Services; Erika Small, Convention Sales and Services Manager; Amanda Hargrove, Director of Marketing; Mike Gillespie - Executive Sous Chef; Elle Craft, Food and Beverage Supervisor. Bring your questions!

Breakout Sessions 2

Adding Art to Events

Vixon Sullivan will discuss how to use visual art to raise money, add value, and entertain at events. We will explore the various ways to collaborate with artists and optimize investment. The speaker will open the floor for questions and share tips on working with artists. If you are looking for ways to engage or a creative solution to make your event unique, art is a great place to start.

How to Book a Band

Need to book musicians for your upcoming event, but don't know where to start? Hiring musicians for your event will require clear communication from the very beginning. Amie Nunez with Groove House will cover the ins and outs of finding talent, creating event contracts, communicating technical needs, and executing your plan well so that your event runs as smoothly as possible.

Breakout Sessions 3

Meet the Media

Join our media panel as they share tips on how to get your event in media. Our panel includes Lici Beveridge with the Hattiesburg American, Sherri Marengo with iHeart Radio, Jonathan McGowan with JMac Productions, LLC and Jason Niblett with Venture South Magazine. Bring your questions!

Signs, Signs, Everywhere There's Signs!

Brian Saffle with Signs First will share how the use of signs is one of the least expensive and renewable sources to advertise your event both off-site and on-site. Signs are a great way to promote your event sponsors as well. Signs are also a valuable tool to inform and direct event attendees. This session will help educate you on the latest and greatest methods of utilizing signs for your next event!

Closing Session

Event Survival Guide

Jennifer Clark of Emerge Events will present an information-packed session on specific things you can do to not only survive your event, but to thrive!