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HOLIDAY ENTERTAINMENT FOR EVERYONE IN THE FAMILY

Join all your favorite Sesame Street characters on **December 3-5** at various shows of **Sesame Street Live - Elmo's Healthy Heroes**. **Veterans Memorial Coliseum** welcomes Elmo and his team of Healthy Heroes as they teach lessons of healthy habits through song and dance. In a quest to get Super Grover to return, the Sesame Street friends will explore nutrition, exercise, sleep, energy and hygiene. For more information on the show visit www.sesamestreetlive.com/shows/elmos-healthy-heroes.

On **December 27** the famous **Harlem Globetrotters** return to the **Coliseum** as part of their **2011 World Tour**. A mix of great basketball and entertainment, attendees of all ages will enjoy this family-friendly show. Don't miss your chance to meet the Harlem Globetrotters with your family at this classic show. For more information visit www.harlemglobetrotters.com.



A LITTLE FRIENDLY COMPETITION

The **Mad Rollin' Dolls** commence their season on **December 18** in **Veterans Memorial Coliseum**. The Quad Squad takes on the Unholy Rollers and the Reservoir Dolls duke it out with the Vaudeville Vixens at this exciting event! For more information on the Dolls visit www.madrollindolls.com.

The annual **Badger State Wrestling Invitational** returns to **Exhibition Hall** on **December 23** for "Nothin' But Wrestling." Wrestlers from all over the state will be present to compete in various weight divisions. For a full line up and additional information visit www.badgerstatewrestling.com.

THE SEASON OF GIVING

On **December 9** the 15th annual **NBC15 Second Harvest Food Bank** presents "**Share Your Holidays to Eliminate Hunger**" in **Exhibition Hall** culminating six weeks of food collection for hunger relief. Since its inception in 1996, the food drive has raised more than 19 million meals for families facing hunger in Wisconsin. To find out more visit www.seconddharvestmadison.org.

The **Empty Stocking Club Toy Giveaway** will take place **December 14-15** in **Exhibition Hall** in an effort to make sure every child in the area has a new holiday gift. Contact Rhonda Reese at (608) 444-6439 for more information.

The Salvation Army hosts **Toys For Tots in Exhibition Hall** from **December 15-17** distributing gifts for children in need. For additional information on the Salvation Army of Dane County visit www.salvationarmydanecounty.org.

HOLIDAY CELEBRATIONS

A **Christian Youth Conference** presented by the South-Central Synod of Wisconsin of the Evangelic Lutheran Church in America will take place in **Exhibition Hall** from **December 3-5**. Guest speaker Dave Scherer will combine rapping, dancing and storytelling to communicate religion to young people in a way that they "get it." For more information visit www.scsw-elca.org.

Get your engines started, NASCAR legend Matt Kenseth is coming! On **December 11** in **Exhibition Hall** the **Matt Kenseth Fan Club Racing Rally** will welcome Matt Kenseth back to his home state of Wisconsin. Members of Kenseth's fan club and guests will be treated to a catered buffet lunch, great door prizes, shopping at the fan club souvenir trailer and a Q&A with Matt himself. More information is available at www.mattkenseth.com.

Edgewood College hosts their **Commencement and Reception** for the 2010 graduates on **December 19**. Help celebrate this big achievement with the graduates in **Exhibition Hall**. For more information visit www.edgewood.edu.



RECIPE FOR A SUCCESSFUL EVENT

The Essential Shopping List

When thinking about where to start planning your event, you must have the end result in mind. How do you want your event to look? What are your main objectives for your event? The first step is to put together a Request for Proposal, or RFP, for your conference, banquet or trade show. What to think about: space needs, date of event, number of attendees, set-up style, catering needs, audiovisual needs, overnight accommodations,

Special Touches

When compiling your RFP, include as much specific information as possible. Think about the basic needs for your event but also think of the unique touches that will make your event memorable to guests. For example, if indoor pyrotechnics or group team building are part of your requirements include it in your RFP.

It's Time for the Initial Stir

Once you have your RFP ready to go, send it to many potential locations including hotels, convention centers and resorts. Visit the sites you are most interested in, you could be surprised by what facility can best fit your overall budget and needs. As an added alternative, visit the venues Web sites. If the respective Web sites do not have photos or virtual tours on their sites, request ideas from the facilities. Brochure, size scale drawings and photos are all very helpful.

The Taste Test

Food is important to many successful events. Don't be shy about requesting a taste test. Things to consider: can menus be customized to fit your event's specific requirements? Does the caterer give options to accommodate your event's price range? Think about the time of year,



attendees, portion sizes, time restrictions and cost when customizing your menu. Food is often what attendees will remember about your event so make it memorable!

Working with experienced event staff is essential to a successful event. Make sure the venue contact is responsive to all of your inquiries, requests and needs. With all of the above ingredients, you are sure to have a successful event. Finally, top with a cherry and enjoy!



The Nuts and Bolts

It is important to think about your audiovisual needs when planning for your event. Most venues will have equipment or services that they can provide or can recommend an outside vendor to meet your technological needs. Make sure that attendees will all be able to read the screen when watching a presentation. Also, consider audience participation, will you need multiple microphones? Who will run this type of equipment? What if something goes wrong? Do you have your own supplies you can use?

Top With a Cherry and Enjoy

Regardless of the event type, the success of the event relies on the staff at the venue. You could plan for years, but if it is not executed fully, it is irrelevant.



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