



"Survival can be summed up in three words ... never give up! That's the heart of it really. Just keep trying."

Bear Grylls



Where is Sylvia now?.

Memorial day to Labor Day

Farmers' Market @ Butlers

Aitkin, MN

July 28-31

STS Marketing Conference

June 18, 2020

We are entering Phase Two

How many of you are involved in the event business ... whether production, sponsorship, management, implementation? And, now that we are in phase II for coming out of the COVID "crisis", how are you approaching your event/s?

Of course, back in March when everything came to a standstill we wondered if it was temporary and shortly we would be able to do "business as usual". OK, it's four months later and business ISN'T as usual so ... how do we make it work.

Being a positive person, my first step was to identify what can be the same! What assets are still available to sponsors, what activities are available to participants and how can I work with the crafters and food trucks to make sure their participation is profitable. Once that list was done I took the second step.

What am I losing? How can I replace it or with what? And, honestly that's where I am right now. There are tons of webinars and seminars on hybrid events and virtual events ... watch as many as your can ... they often have several great nuggets of learning that YOU can use.

And, look on the positive side ... the events will continue to live on, just in a new format!



[Visit Training by Sylvia](#)

Atlanta, GA

August 2-4

**National Assn. of
Homebuilders**

Minneapolis, MN

August 25-27

**Florida Festivals and
Events Assn.**

Virtual_

September 2

Ohio Main Street

Virtual

September 12-13

**6th Annual Waretown
Wine Festival**

Waretown, NJ

October 3

**10th Annual Jersey
Shore Wine and Food
Truck Festival**

Lakewood BlueClaws

Lakewood, NJ



Quick Links:

Sylvia's books

Sylvia's Children