

Thursday, February 9th



12:00 pm **Pre-Convention Workshop (\$150)**
-8:00pm Mark Reid-Body Painting

Learn all the basics to creating a beautiful balanced Bodypainting! I will take you through all the steps from finding a model to preparation, layout of design, painting and photographing your model. This is the perfect class for those of you wanting to open that door and tackle a new genre in the world of body art. This will be hands on if there are enough models. You might want to bring your own model. If not we will try to find enough models for everyone.

You will need your kits, note pads, cameras and all your creativity.

Pre-Convention Workshop (\$150)

Louis Meyer-Business Workshop for Beginner to Intermediate

Are you new to the children's entertainment business? Or have you been at it for years? Either way this workshop is for you. Louis will show you the steps needed to go from a part time business to a full time business. If you are already full time then Louis will guarantee that you will learn secrets that you didn't already know. We will go over everything that you need to know about marketing your business. Every time Louis has taught this class people are amazed at what they take away from it.

"I have done a lot of what you have taught in your business class and it has been so valuable to me. My business is booming with about many parties this weekend. I am getting prime gigs, booking talented people and able to afford lots of stuff for my family. Thank you so much for all of your help. You're my hero"—Face Painter in PA.

The Internet is constantly changing the way we do marketing in today's age. It used to be as long as you were in the yellow pages then you would get work but that age is over! The skill needed to make Internet marketing work in this age is the ability to recognize *patterns*. Because they are changing about every three to six months you must spend time either learning these yourself or having mentors teach them to you. Some people simply do not have the time to invest in researching this knowledge and that is understandable. I have spent the last 5 years watching and implementing these patterns in my own business and will teach them to you in this class.

Here are just some of the things we will be going over:

- Sales: why do other entertainers seem to get all of the gigs??
- Customer Service: What we can learn from Walt Disney
- Newsletters: Why family entertainers NEED them and how to get them done easily
- Internet Marketing: What is the newest pattern out there?

What you will learn about Internet marketing is worth this workshop alone. Search engines have changed the way people find entertainment and they WANT to help us! Let me show you what the King of Search Engines, Google, is doing to change the way we do business *right now, and what has changed in the last 6 months.*

There is BRAND NEW STUFF here that he's never spoken about before

Pre-Convention Workshop (\$150)

To Be Announced

Friday, February 10th



12:00 pm **Registration**

1:00 pm **General Session Lecture (All Attendees)**

Louis Meyer-Welcome Session and Goals-Farragut Room

Louis will welcome all attendees to Kidvention and fill them in on all the details for the upcoming days. In addition he will go over a few ideas for Goal Setting for your business.

1:30 pm **Barry Mitchell- Same Old or Stand out?-Farragut Room**

Are you “Creatively Unique” from the other entertainers in your market? Are your skills, marketing, and business improving? What about your “creative uniqueness?” Give your clients a choice between “Same Old” and “STAND OUT!” Entertainers are considered creative due to unique gifts that the rest of the world doesn’t possess. Creative props for clowns, magicians, face painters, and balloon artists can all be bought off the shelf. But how you use and share them means the difference between “same old and stand out.” Learn the process Barry uses to stay “creativity unique” and “stand out” in his products and performances. You too can STAND OUT!

3:00 pm **Mark Reid- Tigers – Dewey 1 and 2 Rooms**

New Kitty Cats and some new Tiger Masks! This will also include Abstract Tiger designs. Learn how to make your Tiger lines flow to create stunning designs great for any event. This is hands on and demo. Bring your kits, a #4 round and your camera. You won’t want to miss this!!!

Pashur-Reptiles-

Come master those tricky reptile designs that are so popular with boys, as well as learn a few FUN new twists that will make classic designs fresh again. We will cover Snakes, Cobra, Frogs, Lizards, Geckos, Turtles and more!!! Bring a pen, sketchpad and camera.

Dave Hill- Easy Magic for Kid Shows- Farragut Room

Easy to perform magical effects and routines from a 20 year Kidshow veteran. Allow the kids to become the stars of the show and you both enjoy the fun!

Rebecca Kanar- Really Cool Beginnings-Dewey 3 Room

So you want to twist balloons? I will show you the ropes in this hands-on class! Learn how to inflate and tie a balloon and all the different types of twisting techniques to create anything you want. I have some really wonderful balloon creations that only require a couple of twists! I will show you all kinds of basic balloon creations that will make the people love you! You will be making easy wearable butterfly and bat wings, dogs, cats, frogs, monkeys, twist hats, swords, bears, fish and lots more if time allows. Add balloons to your entertaining! When you have more to offer the client, you will book more events! Please visit my site, www.abcballoontwisting.net

5:00 pm **Dinner-Vendors Open- Decatur and Farragut Foyer**

7:00 pm **Tim Sonfelt- Birthday Magic Show or Magic Show at a Birthday Party-Farragut Room**

Which do you offer the birthday Mom? How the buyer perceives your service will make the difference between another booking and another afternoon of TV. There is a difference between birthday magic shows and a magic show that just happens to be at a birthday party. Tim will unwrap the differences in simple terms that everyone will understand and share the sweet secrets of how to plan, organize, and deliver on your

promise of a birthday magic show they will remember. Bring your party hat and prepare to celebrate with an entirely new outlook on birthday magic shows.

Shonna Flanigan- A Little Bit of This and That-Dewey 3 Room

Simply Shonna will share with you some of her favorite balloon bits. These are comedy gags tricks she uses in her children's shows to incorporate balloons with magic. If you are a children's magician,

You most likely already have most of the props needed to perform these. All of these "bits" are easy enough for a novice to do and play big

Kerry Ann Smith – Step by Step Monster Faces-Dewey 1 and 2

This class will break down the components of a great monster face into easy to follow steps. Follow along with your paints in this hands on class (bring a clean face or a practice head). We'll cover angry, furrowed brows; scary, sharp teeth; and some things in between!

9:00 pm Kapital Kidvention Auction

Join us this year for the biggest auction for children's entertainers! Bring in all of that stuff that you are not using (face paint supplies, magic tricks, clown stuff, balloon making supplies) and sell it during the auction. Everything that you sell will be paid back to you in Kidvention Kash. You can then take your Kidvention Kash and spend it in the Dealer Room. It is a great way to trade in what you are not using for something that you will actually use! 10% of all sales go to Kapital Kidvention.

10:15 pm Night Jam Session-

Magicians, face painters, clowns, balloon artists, and vents can get together to practice their art forms.

Saturday, February 11th

9:00 am Michelle Heffner – Cheat Art-Dewey 1 and 2 Room

Speed up your boy designs without resorting to boring cheek art. Michelle will show you her go-to split cake designs that keep the wiggly boys happy and get them out of your chair ASAP. These are 15-20 per hour faces.

Bob and Teresa Gretton- Building or ReBooting your Clown-D3

From the walk, talk, and mindset, beginners learn to build with the basics.

Using the same basics, experienced clowns find ways to revitalize their clown and think in somewhat different directions to make their clowning more enjoyable from within.

John Reid- The (workshop) Workshop-Farragut Room

In this 75 - 90 minute interactive workshop John discusses the advantages to teaching workshops. This is a great way add extra income by doing beginner workshops in schools libraries, senior centers, and countless other venues. John will perform sample segments from two of his most successful workshops. As

well as give some resources for creating your own curriculum and make the class your own.

Teaching workshops are great ways to compliment your income not supplement it. When you teach what you know to others you become the authority in your market. This is good for magicians, balloon twisters and face painters alike.

Some of the resources that are included:

A checklist for possible client leads

A worksheet for developing your own style workshop

A list of 20 low cost marketing ideas to start booking right away

10:30 am **Eric Knaus-It's the Great Zucchini, Charlie Brown-Farragut Room**

Last year's top-rated speaker returns! Eric Knaus, known to thousands of area kids as The Great Zucchini, Washington, DC's top preschool and kindergarten entertainer, didn't have enough time last year to share more than a sliver of what he does. Now learn even more about his show and his business. How he gets listed on Mommy blogs and local search directories without ever paying a cent. How he gets re-booked. How he handles charity shows, fairs and festivals. And the most you can spend on merchandise is \$50!

Diane Spadola- Mask Design Workshop- Dewey 1 and 2 Room

Learn to put the "bling" into your mask designs, by adding lace, gems, stars, fancy stickers and more! Bling mask designs can earn twice the income of a regular full face design, and are easily adapted for special theme parties for teens and adults. You will learn to design a mask around a focal point, add your gems in a safe and hygienic fashion and learn what makes some masks more beautiful than others. This is a hands-on class and designed for the intermediate painter (not for newbies). Bling will be provided for each student; please bring your kits, and practice pad or head if you have one.

Rebecca Kanar-Cool and Quick Creations –Dewey 3

Amaze and WOW your crowd with these awesome balloon creations! Learn how to bump up your game with balloon twisting these really cool balloons that can be made for line work. I will show you how to make a quick princess, a football helmet, an awesome T-rex, a hawk, and some other really cool designs if time allows. I will also be taking your requests! This class is hands on! Some basic balloon twisting is a plus for this class. Please check out my website! www.abcballoontwisting.net

12:00 pm **Lunch-Vendors Open**

1:30 pm **General Session Lecture**

Jason Hudy– How to Keep your Calendar STUFFED- Farragut

Winner of several awards in the field of magic for performance excellence, Jason Hudy is one of the busiest professional magicians in the world today. Jason has helped organizations such as Chevrolet, Six Flags Theme Parks, ESPN and Lego make their events a smashing success! He has also performed on the "Late Late Show with Craig Ferguson" on national CBS-TV! (Craig called Jason his son's favorite magician . . .)

Jason is such a busy performer, because he is not only a master magician, he is also a master marketer. He has extensive education in marketing, and uses a combination of "older" marketing methods, such as direct mail, merged with new, modern techniques utilizing the internet. Jason's lecture is titled "How to keep your calendar STUFFED all year long," and during his 90 minutes he's going to share with you the "real deal" in terms of the marketing that he has used that keeps him so busy. Jason's goal is by the time you leave his talk that you'll have new tools and ideas to implement so you can bring more of your magic to the paying public!

- 3:00 pm **Oscar Munoz-Making YOU the Magic-Farragut Room**
Award winning magician, Oscar Munoz, will be teaching magicians a secret or two. Description for this class will be for attendees only.
- Dustin Queary-Rock the Robots- Dewey 3 Room**
Come learn how to rock the robots with Dustin Queary. His designs are not for beginners, but they will blow your competition out of the area. The balloons needed to make your transforming robot will be provided along with an additional kit to attempt it again at home.
- Michelle Heffner – Emergency Face Painting-Dewey 1 and 2**
How to be prepared without buying an entire extra kit. Squeeze 15-20 faces per hour out of an emergency ROYGBV rainbow cake (plus Black and White) with a few extra sponges and 1 or 2 brushes. Yes, you can actually keep your emergency kit in your purse. These are not competition pieces – these are real world, real gig, real awesome designs you can use right away.
- 5:00 pm **Dinner-Vendors Open**
- 7:00 pm **General Session Lecture**
Eric Henning-Dime a Dozen Part 2-Farragut Room
The average person thinks that all clowns, balloon artists, face painters and ESPECIALLY magicians are interchangeable. This drives down prices and makes it harder to get gigs. Speaking from his experiences in two highly competitive careers, finance and show business, Eric shows you how to attack this problem. In PART TWO, Eric builds on last year's highly-rated talk with more ideas to bring in business, adding two new areas: booking shows on the phone and client service. Learn EXACTLY what to say (and what NOT to say) on the phone when pitching the show, how to handle questions and price objections, and get a firm commitment from the client. Learn the four "magic words" that can prevent most problems at the gig. Then Eric goes into "Stealth Mode," showing you how to use "high-tech, high-touch" client service to create repeat customers. This section ALONE could well be worth the cost of the entire conference! Just like last year, you will gain proven, practical tools you can use right away to improve both your show AND your business.
- 9:00 pm **Oscar Munoz Special Magic Performance (Headline Guest)**
Oscar Munoz-Farragut Room
Oscar Munoz performs his comedy style magic show for all the attendees of Kapital Kidvention. You do not want to miss this once in a lifetime opportunity! This is NOT open to the general public only attendees of Kapital Kidvention.
- 10:30 pm **Late Night Jam Session**
Magicians, face painters, clowns, balloon artists, and vents can get together to practice their art forms.

Sunday, February 12th

8:00 am

10:00 am **Tim and Barry- Creative Guys show Creative Stuff-Farragut**

Subtitled- A Barry and Tim Dealer Lecture

Prepare to be impressed with Barry's newest magic. And Tim will be there too. Prepare to laugh your heads off. And Tim might be funny too. Prepare to be inspired to be more creative. And Barry might learn something too. These are the guys that produce the CreativityAtSea annual cruise so they MUST know something about creative magic. Come and see their latest stuff and find out how it will make your act even more creative.

Mark Reid- Beginner to Advanced-Dewey 1 and 2 Room

Learn the tricks to creating perfect lines. You will also learn serious exercises to help you become one with your brush. This class will also cover Mark's favorite boys, girls, and teen designs that take 3-5 minutes to paint. This includes all New Super Heroes, Hummingbird, Seahorse, and even an octopus! More if time permits. This is a hands-on class. Please bring a basic kit, #4 round brush and your camera.

Pashur-Kid Perfect Designs

Learn to paint kid popular designs such as... Jack Skellington, Angry Birds, Hello Kitty, Dora the Explorer, Spongebob, Transformer and more! These designs are sure to be a hit on your board and meet the parents approval!!! Bring a pen, sketchpad and camera

Shonna Flanigan – One Balloon Wonder-Dewey 3 Room

Shonna will teach you the basic of balloons with 260's, link-a-loons and Specialty Shapes. These designs are great for long lines and for ending your line quickly. If you are a Face Painter, these designs are excellent for you as they require very little twisting and some drawing.

12:00 pm **Lunch**

1:00 pm **Kerry Ann Smith– Face Painting Success-Dewey 1 and 2 Room**

How do you measure success in your face painting business? Smiles, laughs and tiger roars? That's great! Want to add in large profits, bigger clients, and a great agent or two? This class will discuss options for creating a well organized face painting business that focuses on creating a high volume of quality gigs. Get yourself excited for the business side of things and moving your company in the right direction!

Dave Hill- Strolling Magic – Farragut Room

Strolling Magic For All Ages== Use simple but visual tricks and props to entertain as you keep on the move. Great for restaurant work, Grand openings, and High paying corporate events.

Earl Long- How to Put Together a Week Long Event-Dewey 3

For 10 years, Earl and Kimberly Long have filled their summers and other weeks of the year as the week-long speakers at Kid's Camps, Kid's Crusades and Vacation Bible School's for churches. We go into a church or camp and produce a 3 – 5 night Vacation Bible School, Kids or Family Crusade or Kids Camp. Each night our teaching lasts about 1 ½ hours in length. We provide the decorations, the back drop, the teaching, the entertainment, the games, the music and the Gospel Message. We use puppets, magic

tricks, juggling, balloon twisting, costumes, games, storytelling, scripture verses, and singing to teach the kids the topic for the week. It's easy to put together a one hour themed show but what about a week-long themed event?

In this 90 minute seminar, Earl Long will help you understand how you can add another \$20,000 - \$25,000 a year to what you are already doing. For a week-long event, you will learn how to put together a theme, how to incorporate the magic tricks, balloon twisting, puppets, juggling or any other creative arts, the teaching, the types of songs (you don't have to have a singing voice), and what we do to have tons of kids involved throughout the week.

3:00 pm Louis Meyer- Magic with Puppets-Farragut Room

If you have been to either of the last two Kidventions then you have seen Louis Meyer perform with his puppets. In this class Louis will teach you the basics of working with a puppet without being a ventriloquist. We will go over the basics of puppet movement and then actually do some magic tricks with our new friends! Louis will bring a supply of puppets for sale if you find this is something you want to get more into.

Diane Spadola –One Stroke Painting-Dewey 1 and 2 Room

Check out how you can speed up your designs by adding elements of the famed "ONE Stroke" painting technique to your designs. In this hands-on class, you will learn rosebuds, leaves, ribbons, and other flowers using split cakes and flat brush. Bring at least one split cake (arty brush or a round rainbow cake) and your white and black for line work. Flat brushes will be provided if you do not have one. This class is taught by a ONE Stroke Certified Instructor with 6 years of teaching experience.

Bob and Teresa Gretton – Writing Ditties and Jingles-Dewey 3

This is an interactive class in which attendees will form small groups to create basic structure-writing ideas and put them into jingles or poetry. This type of writing will be intertwined into your clowning performance or business. This promises to be a fun way to spend your time in a class.

5:00 pm Dinner

6:00 pm Kapital Kidvention Children's Pre-Show-Farragut Foyer

Close-up magicians, face painters, and balloon artists will entertain children in the lobby of the National Conference Center.

7:00 pm Kapital Kidvention Big Show-Farragut Room

We will watch our Kapital Kidvention presenters entertain children with their style of magic, ventriloquism, and comedy.

Monday, February 13st

Post-Kidvention Classes

To Be Determined