

Communication Committee Success Stories

Throughout the country, Communication Committees have found success, sometimes in unexpected places. Learn about some of these success stories below:

1. Offered practical training for owners, temporary employees, and alcohol servers in areas like guest services, health department rules, and responsible alcohol consumption.
2. Achieved unprecedented food and beverage per cap growth by working with the fair to increase length of stay.
3. Researched, developed and launched a successful souvenir cup program that is profitable for both Fair and Vendors and increased the Fair's brand recognition.
4. Raised the guest service score of "completely satisfied" with Vendor customer service from 38% to 64% over a three-year period
5. Experimented with promotions to find ones that increased revenues and guest satisfaction.



National Independent
Concessionaires Association, Inc.
"Together We Can!"

About NICA

NICA was formed in 1993 by a group of Independent Vendors who were interested in enhancing communications within the Fair and Festival Industry. The goal was to open lines of communication between Fairs, Festivals, and Independent Vendors.

Today, NICA continues to focus on the big picture and is dedicated to creating an atmosphere of communication, cooperation, and trust between Event Management and Vendors. Over the years, NICA has also worked hard to produce benefits for its members. The list of discount and rebate programs with national organizations is impressive and continues to grow.

Contact Us Today!

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A Guide to Communication Committees



WHAT is a Communication Committee?

A **Communication Committee** is a group of Vendors and Fair Management that meets on a systematic basis to discuss and seek solutions that address mutual concerns.

WHY have a Communication Committee?

★ **Communication**

Concerns are solved by recognition, mutual discussion, and joint effort to solve the concern.

★ **Shared Knowledge**

When we share the observations of our employees, we will have fewer leaks, improved traffic patterns, safer events, and increased profits.

★ **Impactful Promotions**

Collectively design promotions that increase attendance, revenue, and quality of life in the community.

★ **Trends**

Because trends travel, as do Vendors, Vendors are a valuable resource of ideas.

★ **Guest Experience**

Making Blue Ribbon memories is our shared passion.

★ **Community Public Relations**

The Fair's community *IS* the Vendor's community. Let's both make them better!

WHERE can you form a Communication Committee?

Any Fair or Festival!

WHEN can you form a Communication Committee?

The sooner the better!

WHO can form a Communication Committee?

YOU! Because you care!

Vendor Benefits

- ★ Communicating consistently means good ideas are shared sooner
- ★ Learning how others conduct their business
- ★ Keeping costs down and revenues up
- ★ Working together as an ensemble, not as competitors
- ★ Expecting to make critical choices that are successful is empowering
- ★ Conducting businesses more intentionally and conscientiously
- ★ Building loyalty and relationships

Together We Can Communicate!

HOW can you organize a Communication Committee?

Ask a **NICA Member**, the **NICA Office**, and/or a **Fair Manager** to help you organize a Communication Committee.

Here are some basic steps for starting your Communication Committee:

- Set goals for what you want to accomplish
- Determine how many members your Committee will have
- Select the representation of one or multiple groups: Exhibitors; Concessionaires; Carnivals; Purveyors
- Invite Committee members
- Choose time and place
- Prepare list of Committee members
- Decide when to meet: quarterly, during the Fair, off-season, or at conventions
- Develop meeting agenda discussion points
- Invite special guests
- Order refreshments or a meal when necessary
- Send reminders leading up to the event
- Take notes during the meeting
- Listen for understanding, not agreement
- Distribute notes, comments or suggestions to all Fair Vendors