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Subject: Clemson Football Weekend

Attachments: Agenda-Comerford.docx
Additional Information.ClemsonMarylandGame.docx

Katherine,

Good morning. You asked me to outline our Clemson weekend so that we might learn from it and be able to create these experiences with other opportunities and venues.

Amy Love and Tamara King worked with Angie Leidinger, Executive Director for Governmental Affairs.

I've attached one of the guest agendas so you can see the schedule of events. Clemson offered to do several more things such as host the dinner on Friday night, provide a tour of CU-ICAR on Friday afternoon or Saturday morning and provide a dinner at the Madren Center after the game. I think that we ultimately ended up with a very balanced schedule that allowed our guests some relaxed time to enjoy the event while learning about South Carolina and Clemson.

Here's what worked really well:

- Relaxed dinner the evening before to allow guests to meet each other (or reacquaint) with no real agenda. This was hosted by Greenville County and the Upstate Alliance. They were able to learn about that part of the State as well during dinner conversation.
- Meeting at the Madren Center and having 2 Clemson staff members with golf carts transport guests while providing a campus and information tour. Great information about Clemson presented casually.
- "Traditional Tailgate" was done simply but effectively held in the shadow of the stadium. President Barker, Ambassador Wilkins and several other Clemson trustees stopped by, knew who our guests were and why they were there. Very impressive.
- The Governor's box – always works really well and the Governor is so generous with her time.

I have an idea to use this and do something at a USC baseball game, stay tuned for a new request!

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