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  - **Fax** to the IFEA at: +1-208-433-9812
  - **Mail** to: IFEA Webinars, 2603 W. Eastover Terrace, Boise, ID 83706 – U.S.A.
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### Individual Webinar Cost:

- \$59 - IFEA Members
- \$59 - Association Alliance Members
- \$79 – Festival & Event Ontario Members
- \$99 - Non-IFEA Members

Registration cost is per computer site for as many people as you can sit around your computer. Gather additional staff, volunteers, or board members around your computer so they too can join you for this learning experience at no additional charge!

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### Webinar Length:

60 Minutes

### Questions?

Contact: Nia Hovde, Director of Marketing & Communications at [nia@ifea.com](mailto:nia@ifea.com) or +1-208-433-0950 ext: 3.

## The Following Topics Are Available as IFEA Webinars on Demand.

Webinars are arranged by CFEE Elective Topic Area. Each webinar is eligible for an individual CFEE Elective Credit based on the topic area it falls under. For questions on the CFEE Program, contact the IFEA at: +1-208-433-0950.

### Economic Impact Topics

#### "How to Apply Successful Case Histories to YOUR Sponsorship!"



Presented by

Sylvia Allen, CFEE, Allen Consulting

Find out what the "big boys" are doing in sponsorship ... what is successful and what is not ... then, apply those successful ideas to your festival or event! These can be i-phone apps, unique sampling opportunities, Ford "house parties" .... learn from the experts and capitalize on their success.

**Sylvia Allen**, President of Allen Consulting, has 30 years of sales and sponsorship experience. Her marketing and public relations firm has produced more than 100 events per year and raises more than \$1 million worth of sponsorships for her clients each year. She was on the faculty at New York University for 20 years and has taught seminars on sponsorship around the world. Considered one of the world's sponsorship experts, she is the author of "How to be Successful at Sponsorship Sales" and "A Woman's Guide to Sales Success." Prior to starting her own company she was with such Fortune 500 companies such as AT&T and McGraw Hill.

#### "Sponsorship Reality Check"



Chuck O'Connor, CFEE, Director of Marketing &

Corporate Partnerships, National Cherry Festival, Traverse City, MI

We've all heard the prognosticators lament the current state of sponsorship sales. It's time to re-assess our methods and funnel solutions down to the street level. We'll explore some useful tips for sponsorship renewal and examine some new sponsorable assets. Learn through practical examples how to create effective, high net-profit sponsorship deals that will improve your organization's bottom line and help you survive the tough times.

**Chuck O'Connor** is a corporate sponsorship seller, strategist and instructor. He spent ten years in television and radio advertising sales management before

joining the National Cherry Festival as Director of Marketing & Corporate Partnerships in 1993. Chuck's responsibilities include negotiating and implementing all sponsorships, as well as overseeing the Festival's marketing and public relations effort. Chuck also owns Event Marketing Group, a company which specializes in event sponsorship consulting.

#### "Cutting-Edge Activation Programs for Festivals and Events"



William Chippis, Senior Editor of IEG's Sponsorship Report, Chicago, IL

"Sponsoring without leveraging is like buying an electronic device but not the batteries. Learn the latest successful promotional tactics and strategies that sponsors and their property partners should implement to make sure sponsorships hit home with their targeted audiences."

#### "Strategies, Tactics and Attitudes to Keep Selling Sponsorship During Tough Times"



Bruce Erley, President & CEO of Creative Strategies Group, Broomfield, CO

From Wall Street to Main Street, everyone has been impacted by tough economic storms. All too often event marketing and sponsorship are the first budgets to be cut. Things may be slowly improving, but what can you do in the meantime to keep your sponsorship program's head above the waves. Bruce Erley, president of Denver-based Creative Strategies Group will share some of the marketing strategies, sales tactics and positive attitudes CSG is using until the clouds begin to part.

**Bruce L. Erley** founded Creative Strategies Group (CSG) in September, 1995. He is a 30-year veteran of the event marketing and sponsorship field and is regarded as a leading sponsorship expert for the festivals industry. To learn more about Bruce, goto: <http://www.csg-sponsorship.com/csgteam.html>

#### "Conducting an Internal Audit of Your Event"



Tom Kern, Sr.

Vice President and COO at the Fairfax County Chamber of Commerce, Fairfax, VA

Could your event use some additional revenue? Instead of looking outside your event, how about looking at how you presently spend your resources. This webinar will examine ways to reduce the costs of your event by examining your event's current revenues and expenditures.

**Tom Kern** was the Executive Director of the National Cherry Festival in Traverse City, MI for 14 years before taking on the roll as Sr. Vice President and COO at the Fairfax County Chamber of Commerce in Virginia. Prior to the National Cherry Festival, he was the Executive Vice President at the Greater Cincinnati Chamber of Commerce and the President of the Port Authority of Cincinnati and Hamilton County. He earned a Bachelors Degree in Public Administration and Economics from Eastern Michigan University and a Masters Degree in Public Administration from San Diego State University.

#### "Identifying the Signs of a Recession on Sponsorship-What Does It Mean to Me? - Step 1 of 7"



Sylvia Allen, CFEE, President, Allen Consulting, Holmdel, NJ

During this Webinar, you will learn:

- Identify the signs of a recession in your market and what impact this can have on your sales efforts
- Handle recession oriented objections and overcome them through valid published research
- Resist the temptation to fold
- Eliminate negatives
- Educate the sponsor
- Select the appropriate assets for the budget
- Sell early
- Open new doors
- And, how to never give up!

## “Two-Way Conversations: Event-Sponsor Partnerships to Maximize Sponsorship Returns – Step 2 of 7”

Sylvia Allen, CFEE, President, Allen Consulting, Holmdel, NJ

The key focus on this Webinar will be to develop strong listening skills that translate into strong sales skills.

During this Webinar, you will learn:

- That partnership is a two way street
- How to share assets for mutual benefit (two for the price of one!)
- How to understand what your buyer wants and needs
- How to develop mutually acceptable, realistic marketing measurements (ROI, ROE, ROO, ROMI)
- To ask the right questions, listen and respond.

## “Creative Sponsorship for Challenging Times – Step 3 of 7”

Sylvia Allen, CFEE, President, Allen Consulting, Holmdel, NJ

The key focus of this Webinar will be on creativity in selling and financing.

During this Webinar, you will learn:

- How to deal with a sponsor that has limited cash
- How to be creative and turn bartered assets into revenue
- How to explore and develop mutually beneficial shared sponsorships
- Ways to encourage your media partners to sell sponsorships for mutual benefit
- How to sell far enough ahead of time to allow for payments over a period of time
- Why you should take credit cards for payment
- How to explore new categories and what these categories are.

## “Adapting Sales Strategies for a Recession – Step 4 of 7”

Sylvia Allen, CFEE, President, Allen Consulting, Holmdel, NJ

The key focus of this Webinar is to recognize that we are in a recession and how deal with it.

During this Webinar, you will learn about:

- Going outside your normal “circle” of contacts
- Looking at recession resistant categories
- Increasing your communication efforts
- Treating your sponsors as partners
- Creating daily/weekly and monthly goals
- Remember . . . don't get discouraged ... this is only temporary.

## “Adapting Sponsor Marketing Strategies for a Recession – Step 5 of 7”

Sylvia Allen, CFEE, President, Allen Consulting, Holmdel, NJ

After this session you will be confident that you have the data to support your sponsorship efforts.

During this Webinar, you will learn:

- How to tie into current sponsorship marketing efforts
- Sales flexibility
- The importance of starting even earlier
- Statistics demonstrating the power of marketing during a downturn (McGraw Hill source)
- The value of being creative
- The importance of following the 12 steps to sponsorship success

## “Activating Sponsorship to Maximize Value and Return – Step 6 of 7”

Sylvia Allen, CFEE, President, Allen Consulting, Holmdel, NJ

OK, the sponsor partnerships have been negotiated and agreed to, now you have to make it work!

During this Webinar, you will learn:

- The critical importance of activation to the success of a sponsorship
- Effective pre-event promotion
- Effective on-site event promotion
- Effective post-event follow-through and exposure
- 20 ideas for maximizing value and ROI for sponsors
- Measurement criteria
- How to demonstrate value.

## “Pulling It All Together - A Review of Sessions 1-6 - Understanding How They All Work Together Towards Sponsorship Success – Step 7 of 7”

Sylvia Allen, CFEE, President, Allen Consulting, Holmdel, NJ

This Webinar will revisit the past six sessions, tying them all together into a cohesive plan that will allow you to be more successful in your sponsorship sales in spite of the economy. Upon completion of the seven part series you should be able to INCREASE your sponsorships in the coming year, despite the economy.

## “Seven Sponsorship Steps for Weathering the Economic Storm” – 7 PART SERIES

Sylvia Allen, CFEE, President, Allen Consulting, Holmdel, NJ

You may purchase each of the 7 previous sponsorship steps individually, or you may purchase them as a 7 part series. This 7 part series includes steps 1-7 of this webinar series. This seven part Webinar Course will help you, your staff and your organization make sense of the current economic conditions and its impact on sponsorship dollars in order for you to effectively plan your response.

\* Purchase all 7 steps for \$295 IFEA Members; \$375 Non-IFEA Members

## “Cultivating Powerful Partnerships with Corporations”

Presented by Gail Bower,

President, Bower & Co. Consulting LLC, Philadelphia, PA

Walking through the doorway into a prospective partner's office can be a thrilling or anxiety-provoking moment. During this 1-hour webinar with marketing and sponsorship specialist Gail Bower, you'll learn to lose the angst and embrace enthusiasm to cultivate powerful corporate relationships. Gail will share best practices in working with the corporate sector, including what to do before your meeting; what to say during the meeting; where you go next; and how that translates to building profitable relationships with longevity.

Gail Bower helps event/festival producers and nonprofit organizations dramatically raise their visibility, revenue, and impact. She's a professional consultant, writer, and speaker, with nearly 25 years' experience managing some of the country's most important events, festivals and sponsorships, like the New Orleans Jazz & Heritage Festival, the Newport Jazz Festival, and even both of former President Clinton's Inaugurations. Launched in 1987, today Bower & Co. improves the effectiveness and results of clients' marketing strategies, events/festivals, and corporate sponsorship programs. She's the author of a guidebook for sponsorship sellers, entitled How to Jump-start Your Sponsorship Strategy in Tough Times, and blogs about sponsorship at SponsorshipStrategist.com.



## “Maximizing Non-Sponsorship Revenue”

Becky Genoways, CFEE, President/CEO



On the Waterfront, Rockford, IL

*Want to make more money? During this valuable Webinar, we will explore how to maximize existing revenue streams, improve efficiency and engage the community in the process. Find out how using local not-for-profit groups can expand your volunteer base, improve your bottom line and be a win-win for the community.*

**Becky Genoways, CFEE** is the President/CEO of ON THE WATERFRONT, Inc., a multiple event production company located in Rockford, Illinois. The company's flagship event, the On the Waterfront Festival, is one of Illinois' largest music festivals - a three-day Labor Day weekend event, encompassing 25 city blocks in the center of the city, and includes 80 performers on 5 stages, over 20 special events, and 50 local not-for-profit food vendors. Becky has been CEO of On the Waterfront, Inc. since 1998 and involved in the festival and event industry for over 30 years. Becky currently serves on the Board of Directors and the President's Council of the IFEA.

## "Writing Sponsorship Proposals That Sell"

Bruce Erley, CFEE, APR, President, Creative Strategies Group, Broomfield, CO



*You just aren't getting the results you want from your sponsorship proposals. What are some of the keys to effective proposals and what should they look like? This seminar will provide the attendees with ten keys to getting sponsorship proposals read and approved as well as the Six "C's" for writing proposals. The importance of including specific activation ideas will also be discussed. Outlines and examples will be provided.*

**Bruce Erley** is a 30-year veteran of the event marketing and sponsorship field and is regarded as a leading sponsorship expert for the festivals industry. He founded Creative Strategies Group (CSG) in 1995. Prior to that time, Bruce was the Vice

President for Marketing and Sales for the International, educational and cultural organization, Up with People, where he directed sponsor sales, entertainment marketing and merchandising operations. At Creative Strategies Group, Bruce conducts all general consultation, including the development of property audits, sponsorship plans, corporate sponsorship programs and training, as well as directs CSG's ongoing operations. Erley is widely acclaimed as a top presenter on sponsorship topics for the festivals and events industry.

## “Achieving Sponsorship Excellence: 7 Keys to Making Sponsorship ‘Work’ Long Term”

Gail Alofsin, Director of Corporate Partnerships, Newport Harbor Corporation, Newport, RI



*YOU are your company. Your reputation is invaluable - it often reaches people before you do! Successful sponsorships are increasingly customer-driven and service oriented. "Satisfied" sponsors are no longer "good enough", you have to build relationships that brand you and your event as leaders, creating a personal reputation of "professional" and "solutionist". From the Wrong Rapunzel to the Ostrich Theory - these ten principles will guide your business, service, event or program in the right direction! This "Back to Basics", reality based workshop will focus on four "powers" that never change - The powers of Communication, Relationships, Performance and Passion!*

**Gail Lowney Alofsin** is the Director of Corporate Partnerships for Newport Harbor Corporation, a leading hospitality company based in Newport, Rhode Island. From 1988 - 2004, Alofsin served as the Director of Sales, Marketing and Public Relations of the Newport Yachting Center, a division of Newport Harbor Corporation, developing the waterfront event site from one national event to five national events while increasing corporate partnership sales 5700%! Alofsin is a 1984 graduate of Tufts University in Medford, Massachusetts where she focused on International Relations at the Fletcher School of Foreign Diplomacy. In addition to her full time sales and marketing position at Newport Harbor Corporation, Alofsin serves as an adjunct professor at the University of Rhode Island - teaching classes focused on communication, marketing and public relations.

## Current Industry Issues & Trends Topics

### “Reaching and Including the Teens, Tweens and Twenty's Market”



Ted Baroody, Director of Development, Norfolk Festevents, Norfolk, VI

*Reaching teens, tweens and twenty-somethings . . . Generation Y and Millennials . . . they're growing up on the wired alphabet: PC, CD, PDA, and DVD. As a group, their disposable income is reaching into the billions per year. Who are they? What do they like to do? How do we reach them? Who successfully reaches teenagers and young adults . . . register for the webinar today to find out!*

**Ted Baroody** is a graduate of North Carolina State University, Raleigh, North Carolina, USA. After college he moved to Norfolk, Virginia to start his own small sports marketing company, Victory Promotions. After a couple of years of power boat racing production under Victory Promotions, he served as Marketing Director for a group of local radio stations in Virginia Beach, Virginia for 5 years. From 1996 to the present, he has been Director of Development of the not-for-profit event marketing company, Norfolk Festevents, Ltd. known as "Festevents." Ted also works with many non-profit organizations as a volunteer, event coordinator and as a board member.

### "The Internet: Nothing to Fear"

Neville Bhada, Vice President of Communications & Public Relations Southeast Tourism Society in Atlanta, GA



*In this session we will look at the wild, wooly Information Highway, look it in the eye and maximize its use. Topics will include maximizing traffic to your site, getting the most out of Google and clever time-saving tips. We will also look at your organization's site and rate how user-friendly it is.*

**Neville Bhada** is the Vice President of Communications and Public Relations for Southeast Tourism Society, a regional association dedicated to the promotion of tourism to the Southeast United States.

Neville is from Atlanta and received his Bachelors from the University of Georgia in International Business and a Masters from Clemson University in Travel and Tourism.

## "You've Got to be Seen Green"

*Mike Berry, CFEE, President/CEO, Kentucky Derby Festival, Louisville, KY*



*Join Mike Berry as he walks you through the Kentucky Derby Festival's recent attempt to produce a more environmentally friendly Festival. Learn how recycling, education, merchandising, catering and promotion can work together to be kind to your Mother (Earth) and your Event.*

Since 1997, **Mike Berry, CFEE**, has been the President & CEO of the Kentucky Derby Festival, one of the largest community festivals in the United States which produces nearly 70 special events that annually attracts 1.5 million people and generates an economic impact of more than \$96 million.

## "Fully Connected: Maximizing Your Use of the Latest Online Social Media Technology"

*Carla Pendergraft, Carla Pendergraft Associates, Waco, TX*



*Just about every festival or event has a website these days, but are you up to speed on other forms of social media out there that is gaining popular demand? Do you have an event page on Facebook or MySpace? Are you blogging or Twittering? Are you using podcasts and YouTube? There are so many more forms of social media in the world today than just your website, but do you know how to use them? And do you know how to use them correctly and efficiently to get the most exposure for your event?*

**Carla Pendergraft** is an award-winning Web designer based in Waco, Texas. She has been working with HTML and web pages since 1998 and has 16 years of experience with marketing, promotions and technology. She obtained an MBA degree from Texas State University in 1987 and graduated with a BA in 1981 from the University of California, Santa

Barbara. Carla Pendergraft Associates was named "Best Web Development Consulting Firm" by the Waco Ad Club for four years, from 2004-2007.

## "Leveraging the Internet to Market Your Event: An Event-centric Focus on Search Engines"

*Bruce Lupin, CEO, Edgeworks Group, Aliso Viejo, CA*



*The term "online marketing" means different things to different people. In this webinar, you'll get an overview of the "online marketing landscape," with a focus on one of the most talked about areas in Event Promotion, search engine marketing. Getting visibility on Search Engines like Google and Yahoo have become a critical component to marketing a successful event. We'll answer common questions such as, "How is Google changing the way it ranks websites today?" "How do people search for local events?" "What can I do today to jumpstart my online visibility?"*

**Bruce Lupin** brings more than 20 years of experience in the interactive industry. In 1992, he founded Interactive Development Corporation (IDEV), a Silver Spring, Maryland-based online services consulting and development firm. Here he worked with several online services including America Online, IBM WorldAvenue, Prodigy, CompuServe, and Microsoft Network and grew the company to \$5M in revenue and a team of 75 people. Bruce's role included leading the most strategic website projects including Al Gore's Presidential campaign, The Smithsonian Institute (Duke Ellington jazz site), an ecommerce site for fashion designer Stuart Weitzman, and museum sites for the Pope John Paul II Cultural Center and The City Museum (Washington DC). In March of 2003, Bruce took his passion for online marketing and formed Edgeworks Group, an internet marketing and development company. Clients range in size, scope and industry including: non-profits, ecommerce, publishing, and regional businesses.

## "Intro to Social Media for Festivals and Events"

*Carla Pendergraft, Carla Pendergraft Associates, Waco, TX*



*Just about every festival or event has a website these days, but are you up to speed on social media and how it can be used for your event? We'll talk about Facebook, blogging, and Twitter, plus YouTube, wikis and other social media, and how they can help you get more volunteers, attendees, and sponsors.*

## "Using the Internet to Build Your Audience in 2010 - Part 1 of 2"

*Bruce Lupin & Doug Rasch, Edgeworks Group, Aliso Viejo, CA*

*This webinar will teach the basics of "integrated online event marketing and development," the most practical approach to building event attendance using the internet. To compete and effectively use your website as a way to build your event, it has become necessary to look holistically at converting visitors to attendees. You will learn the primary elements of this approach including identifying target audience(s) and prioritizing, driving quality traffic to your website, creating calls to action, understanding visitor behavior, and using tools for testing and analysis for measuring results.*

## "How Do You Use the Internet to Build your Audience in 2010 - Part 2 of 2"

*Bruce Lupin & Doug Rasch, Edgeworks Group, Aliso Viejo, CA*

*This webinar will teach the more advanced techniques of "integrated online event marketing and development." Building on what we learned in Part One of this series, we will go deeper into the online tools and techniques for reaching attendance goals. We'll teach you how to define target audiences and increase site traffic, create compelling calls-to-action, how to engage visitors, understand how technical choices can limit success, and track the ROI.*



## "Cheers!" Tapping into Your Full Revenue Potential With Alcohol Sales"



*Paul Jamieson, CFE, SunFest, West Palm Beach, FL*

*One "bad economy" fact that every expert agrees upon – sales of alcohol, beer, and wine remain consistent in both good times and bad. Many events and festivals have started to look at this long-standing revenue area as a way to make up for lost income in other areas. This session will focus on several sales methods, tactics, and strategies proven by a festival that sells over \$1m in these products in only 40 hours of annual operation.*

**Paul Jamieson** is the Executive Director for SunFest, Florida's largest music, art, and waterfront festival, held in West Palm Beach. He has been with SunFest for 20 years and in the festival industry for over 25 years. Paul has spoken at international, national, regional and state conferences in the U.S., Canada, Europe, and Asia and has published numerous festival related articles. Paul has an active consulting practice with a client roster that includes festivals, state parks, tourism agencies, and universities. He served as the Chair of the International Festival and Events Association Board of Directors in 2007.

SunFest has been named the Music Event of the Year by Event Business News Magazine; top event in Florida by Fodor's Travel Guides; and one of the nation's top 100 events by The Weather Channel.

## "The Art of Being Green"



*Tia Christiansen,  
Operations  
Manager,  
Sausalito Art  
Festival/Owner,  
Moving Parts Productions, Sausalito, CA*

*Have you heard, or even thought to yourself, that greening and sustainability efforts are too expensive and time consuming? Have you thought that your event is so small that a greening program is not that necessary? Besides, what difference can just one event or person make? Join Tia Christiansen as she discusses how the Sausalito Art Festival won the 2009 Gold Pinnacle award for Best Environmental Program. Learn how to incorporate the use of compostable products and how to reduce your event's carbon footprint.*

**Tia Christiansen** has worked with such

northwest perennials as the Sausalito Art Festival, Eugene Celebration, Portland Rose Festival, the Oregon Country Fair, and the Oregon State Fair. Additional clientele have included Madison House Presents, AEG Live, the Harmony Festival, Live Nation, Another Planet Entertainment, and 360 Productions. Since 1999, Tia's varied experience with festival and event operations has allowed her to participate in cutting edge sustainability programs which include implementing the use of compostable cups as early as 2002, raising awareness of an event's carbon footprint as early as 2007, and she continues to work on ways in which the Sausalito Art Festival may reduce its waste footprint.

## "The WOW Factor! It's Not Just An Event - It's An Experience"



*Ken Ashby,  
President and Maris Segal, CEO, Prosody  
Creative Services, Inc.*

*The event experience begins long before the gates open! When the entertainment dollar continues to be challenged, keeping sponsors, consumers and the media engaged in the event experience may be more significant today than ever before. This WOWbinar will explore the importance of keeping event ideation fresh for stakeholders, press, and audiences in an effort to rise above the noise.*

**Prosody Creative Services, Inc.** is an award winning marketing and event management agency based in New York. Principals, **Ken Ashby and Maris Segal**, offer over six decades of combined experience with large and small scale clients and socially grounded projects that have taken them all over the world including: Pope Benedict XVI's NY visit, Super Bowl half times, Up With People International Youth Leadership program, World Cup Soccer, William Jefferson Clinton's Presidential Inaugural and relationship marketing brand support for Fortune 500 companies such as American Express, Kraft Food Service, M&M Mars, Glaxo Smithkline and IBM. Recently, Prosody served as the Executive Producer for America's 400th Anniversary which commemorated the founding of the first permanent English settlement at Jamestown in VA.

## "How to Use Your Website to Build Event Attendance – Moving Visitors into Action – A Website Clinic"



*Bruce Lupin, CEO & Doug Rasch, Director  
of Search Marketing, Edgeworks Group*

*Learn the tricks of the trade from a panel of experts that will do live reviews of IFEA Member websites from a design, marketing, and technical perspective. Some of the things we'll be looking at include site look and feel, usability, engaging visitors and moving them into action, content quality, basic technical issues, search engine-friendliness, and more.*

**Bruce Lupin** brings more than 20 years of experience in the interactive industry. In 1992, he founded Interactive Development Corporation (IDEV), where he worked with several online services including America Online, IBM WorldAvenue, Prodigy, Compuserve, and Microsoft Network. In March of 2003, Bruce took his passion for online marketing and formed Edgeworks Group, an internet marketing and development company. Clients range in size, scope and industry including: non-profits, ecommerce, publishing, and regional businesses. Bruce is the CEO at Edgeworks Group. **Doug Rasch**, a Google Certified Advertising Professional. Doug began his internet Marketing and SEO Career in 2000, promoting Events and Live Theater in Southern California, before joining Edgeworks Group. Doug is currently the Director of Online Marketing at Edgeworks Group.

## "2011 Online Event Marketing"



*Bruce Lupin, CEO  
& Doug Rasch,  
Director of Search  
Marketing, Edgeworks Group*

*A straight forward Analysis of the latest Online changes as they impact marketing Events. This practical presentation will help you prioritize where to apply resources for the coming year, as you learn what you need to be doing and what is hype, through an expert review of rapidly changing online trends and technologies. Get the 4-1-1 for 20-1-1.*

## "Social Media: The New Market"

*Corrine Zawaduk, Production Manager & Brittany Gilchrist, Social Media Manager, Shambhala Music Festival*



*Marketing in 2011 is much different than marketing 5 – 10 years ago. The traditional forms of marketing are set against a changing backdrop of technology. Just as the television revolutionized the advertising industry over half a century ago, the internet and its hardware continue to reshape how we tell customers about products. New technologies have created new opportunities and challenges. This presentation examines the current trends, how to use them, and the pitfalls to avoid.*

**Corrine Zawaduk** has been with the Shambhala Music Festival in British Columbia, one of Canada's iconic cultural events, in various positions since its inception in 1997, and has been the production manager for the past 9 years. With over 15 years experience in the entertainment industry, Corrine's background includes experience in the theatre, in BC's film industry, and North America's music industry.

## "Sponsorship Revenue, Promotions and Increased Event Attendance . . . There's An APP for That"

*Paul Jacobs, Vice President/General Manager*

*JacAPPS/Jacobs Media, Southfield, MI* Smartphone ownership has exploded, as consumers are now depending on their mobile devices for much more than talking and texting. Today, mobile applications have become an essential part of any marketing plan. jacAPPS, one of the largest developers of mobile applications in the United States will provide you with an overview of the smartphone market, discuss the process of creating an app, and share the secrets behind a successful mobile marketing effort.

**Paul Jacobs** is a partner in jacAPPS/Jacobs Media and has been running its operations since 1991. When jacAPPS was created in 2008, he took over the



management reins and today guides its staff and overall operations. Prior to joining the company, Paul's career was centered in radio and marketing. He began his career in radio sales, but took a detour to work for a marketing services agency in Chicago. In that capacity, he managed promotions and marketing for Philip Morris, Seagram's, and Vivitar. Returning to radio, he moved up the ranks, working for ABC in Detroit and then working as a General Manager for radio stations in Dallas and Detroit. A graduate of Michigan State University with a B.A. in Advertising, today Paul not only leads the company, but is a frequent speaker at conventions and group meetings on the topic of mobile marketing, sales strategies, and generational marketing.

## Creativity / Innovation Topics

### "Keeping Your Event Fresh – The Creative Process"

*Ira Rosen, President, Entertainment On Location, Point Pleasant, NJ*

*With everything going on in the world today, and the rapid pace of change, if your event isn't constantly growing, changing and keeping up with times, you may soon start to see it dwindle! During this webinar, you will learn about the many tools and techniques that you need to be aware of to keep the excitement in . . . and attendees at . . . your festival.*



**Ira Rosen** has almost 30 years of experience in the special event production field. Since founding EOL in 1989, he has worked with festivals, events, advertising agencies, governments and other clients around the world. Prior to starting EOL, Ira was an executive with Radio City Music Hall Productions, Inc. for over seven years where he was responsible for all of the company's procurement and acted as a technical director for many major special events. Ira has spoken and written extensively on many industry topics including tourism and the festival industry, corporate sponsorship, and the operational management of special events.

## "First Impressions: Understanding the Uses and Power of Decorations"

*Pete Van de Putte, CFEE, President & CEO of dfest/Dixie Flag Event Services Team, San Antonio, TX*

*What kind of visual impression do you create at your event? Pete Van de Putte, CFEE has been involved in decorating events all his life. In this presentation he draws on that experience to present strategies that will ensure a more spectacular and crowd-pleasing look to your event. With the emphasis on value, this session highlights such topics as: assessing your needs; formulating a long-range decorating plan; co-oping with other events; and using sponsor signage as decorations.*

**Pete Van de Putte** is the President & CEO of Dixie Flag Event Services Team (DFEST) and has served the festival and event industry as a full service event support company that makes flags, banners, and decorations for events across the country. Pete has served as Chair of the Texas Festivals & Events Association (TFEA), the International Festivals & Events Association (IFEA) World Board, and the IFEA Foundation Board, as well serving as a board member of the Texas Fairs & Events Board, among many other business and community related positions.



## "Designing Your Eventgoers' Experience"

*Gail Bower, President, Bower & Co Consulting, Philadelphia, PA*

*If you've ever produced an event from start to finish, you know that you can't control every detail every second of the time. But how do some festivals and events feel so perfect - with everything in place and everything happening "just like magic"? How are these events able to create that magical experience?*

*In every stage of a festival or event's life cycle, there are different challenges and opportunities that you face. During this webinar, you will find out what you can do to take advantage of these challenges and*



opportunities and make them into potential turning points to create that "magical" experience. You'll also discover that in fact you don't actually need 'magic' to occur to create a perfect event, but instead a good solid strategy to bring everything together and create the 'magical' experience you desire.

**Gail Bower**, author of *How to Jump-start Your Sponsorship Strategy in Tough Times*, is President of Bower & Co. Consulting LLC, a firm that assists clients with dramatically raising their visibility, revenue, and impact. She's a professional consultant, writer, and speaker, with nearly 25 years of experience managing some of the country's most important events, festivals, and sponsorships and implementing marketing programs for clients. Launched in 1987, today Bower & Co. improves the effectiveness and results of clients' marketing strategies, events, and corporate sponsorship programs.

Bringing the information right to your desktop, IFEA's Webinar Series offers online sessions covering a wide variety of topics important to your organization's success. View and listen to the presentation online from the comfort of your own computer - without even leaving your desk! No Travel Expense Required.

## Leadership/Management Topics

### "Volunteers: The Greatest Generation, Baby-Boomers and the Gen-X Crowd"



**Penny Reeh**, Owner, Indigo Resource Group, Fredericksburg, TX

Many organizations voice the need for new, younger volunteers, but few have created an organizational culture to encourage and support a multi-generational volunteer corps. Take a look at the motivations of volunteers by the trends that shaped their generation. Learn techniques to appeal to all ages of volunteers and recruit and train new generations of leaders in this interactive session filled with information on what makes each group tick.

**Penny C. Reeh** is the owner of Indigo Resource Group, an outsource firm that

currently manages the Texas Festivals and Events Association and Texas Association of Fairs and Events. Prior to starting Indigo Resource Group, Penny served as the Director of the Fredericksburg Convention and Visitor Bureau (FCVB) for over nine years. In addition to consulting and providing marketing services, Penny has developed a series of workshops and seminars and has also served as a faculty member for the United States Chamber of Commerce's Institute for Organizational Management, teaching a nine-hour tourism elective course at three of their university training locations.

### "People - Your Greatest Asset!"

**Ted Baroody**,  
Director of  
Development,  
Norfolk Festevents, Norfolk, VI



*In a world of electronic devices, voicemails and websites, human beings will always need to connect with each other. Build a great team knowing the right people can be the difference that separates your organization from your competition and can lead you to powerful partnerships. We all have access to the same tools, equipment and resources, but one individual, one relationship can be the difference - make people your greatest asset!*

**During the Webinar you will learn how to:**

- Find people with high "EQ's" and not just high "IQ's" . . . Emotional Intelligence
- Create a team environment and a culture of serving the greater good
- Build Partnerships . . . connecting with the right people in and outside of the office.

### "Pushing the Boulder"

**Tom Bisignano**,  
CFEE, Meeting  
Biz, Orlando, FL



*The world, the marketplace and the consumer is changing quickly, so now is the time to start pushing the rock! Making changes that impact results can feel like moving a gigantic boulder up a hill. In this session Tom will share practical ideas on how to improve your Festivals and Events. Building on the knowledge Tom gained in his twenty five year career with Disney this webinar will explore how to achieve success in the development, creation and execution of your events. Topics will include leadership excellence, building a great brand, how to*

*be brilliantly creative and the guiding principles of the event process.*

**Tom Bisignano** is an Independent Entertainment and Special Event Producer and the current Chair of the World Board for the International Festival and Events Association. He has 25 years experience in the Festival, Special Event and Entertainment arenas. He spent ten years as a Senior Producer with Walt Disney Creative Entertainment working on Special Projects for Disney Theme Parks, Disney Cruise Line, Disney Channel and Corporate Communications. In addition, Tom was the Director of Special Events for Disney Parks and Resorts Worldwide for 11 years. He and his team designed and delivered 13 World class Festivals and Events annually at Walt Disney World. Tom has lectured on Special Events, Sponsorship, Leadership, Creativity and Guest Service in China, Singapore, Hong Kong and throughout the United States. In 2006, Tom was a recipient of the President's Award for Volunteerism from the President of the United States.

### "Building a Strong Educational Component into Your Event"



**Randy Blevins**, Vice President of Programming, Memphis in May International Festival, Memphis, TN  
*The power of events goes far beyond entertainment. We have been given a unique channel to reach and educate people of all ages and backgrounds in an environment that encourages participation and the lowering of barriers. Not to take advantage of that opportunity would be a mistake of enormous proportion. Hear how Memphis in May International Festival has built an educational component to their event that has taken on a role that includes marketing, entertainment, community outreach and involvement, and much, much, more. Come away being ready to add a new educational component to your own event!*

**Randy Blevins** is the Vice President of Programming at the Memphis in May International Festival in Memphis, TN. Memphis in May hosts the city's largest events like the Beale Street Music Festival, the World Championship Barbecue Cooking Contest and the Sunset Symphony. They also produce extensive educational, international and economic programs for the city of Memphis.

## "Re-Configuring the Norm"

Jeff  
Curtis, Executive  
Director, Portland  
Rose



Festival, Portland, OR

*Take a close look at how the Portland Rose Festival adjusted their calendar and format to meet its challenges. This in-depth session provides key strategies that proved to be successful in 2009.*

*(attendance, expenses, public relations, sponsorships, marketing, etc.) This webinar also provides important lessons learned for those looking to make major changes to traditional event schedules.*

**Jeff Curtis**, Executive Director of the Portland Rose Festival Foundation has the responsibility of producing Portland's annual world-class, award winning celebration along with a full time staff, and many dedicated volunteers. Jeff has been with the Festival since 1998, and his many accomplishments include the Foundation's transition to a full fledged 501(c)(3) organization, stewardship of the Rose Festival's Centennial anniversary celebration in 2007, and overseeing the major relocation of Festival headquarters to its new historic home on the Waterfront of Portland in 2010.

## "Accessible Festivals – Including People with Disabilities"

Laura Grunfeld,  
Everyone's Invited, Sheffield, MA



*Is your festival accessible to patrons with disabilities? How well does your event comply with the Americans with Disabilities Act? This seminar contains essential information for every event producer.*

*-Learn ways to improve your accessibility, avoid litigation, open up to a new market, and have a more inclusive event.*

*-Discover many inexpensive things you can do that make a big difference.*

*-Americans with Disabilities Act – friend or foe?*

*-Essentials of a well-run Access Program*

*-Accommodating people with all types of disabilities – the basics*

*-Behind the scenes – training, signage, emergency planning etc.*

**Laura Grunfeld, MA**, is the founder and owner of Everyone's Invited, a consulting, production, and training company specializing in helping producers make their events more accessible to people with disabilities. Laura has consulted with

music festivals and craft fairs large and small, and has designed and produced comprehensive Access Programs for the New Orleans Jazz & Heritage Festival, the Bonnaroo Music & Arts Festival, and the Rothbury Music Festival. See [www.EveryonesInvited.com](http://www.EveryonesInvited.com) for more information.

## "Volunteer Management – Best Practices 101"

Florence May,  
President/Owner  
TRS – The Registration System  
Indianapolis, IN



*During this webinar we will assess five key elements of your event volunteer program: proper volunteer training, realistic job descriptions, adequate risk controls, effective volunteer management technology tools and evaluation. A self evaluation tool will assist you in considering your opportunities for improvement.*

**Florence May** is the president and owner of TRS – The Registration System which she started in 1999. TRS manages online registration services and housing for major events, festivals, meetings and conventions including three NFL Super Bowls, Cisco Ottawa Bluesfest, Jack Nicklaus Memorial Tournament, Kentucky Derby Festival, Indy 500 Festivals, Olympic Trials, Rock n Roll Marathons, SeaFair, 18 Sports Commissions and numerous collegiate level sporting events (NAIA, NCAA, ACC, SEC, Big Ten). Flory served as the Executive Director for Formula One's US Grand Prix Hospitality Committee in 2000 and from 1987- 1999 Flory directed marketing programs, national and international tour sales and organized major events for the Indiana Sports Corporation (1989), Indianapolis Convention & Visitors Association (1993-1999) and the Indiana

## "Find Your Greatness & Share It"

Ted Baroody,  
Director of  
Development  
Norfolk Festevents, Ltd.  
Norfolk, VA



*Helping your team to find their greatness and then teaching them to share it – All of the secrets to getting the most out of yourself and your people that are not written in the staff handbook! This webinar will rejuvenate you and keep you focused on positive leadership. We will cover the "rules" that are needed to build*

*a productive team; hear fresh ideas to keep both new and experienced employees energized and review the plans necessary to construct a foundation of success for your event or organization! Key Learning Points: 12 steps of success; Rules for managing new ideas; Serving the greater good.*

**Ted Baroody** is a graduate of North Carolina State University, Raleigh, North Carolina, USA. After college he moved to Norfolk, Virginia to start his own small sports marketing company, Victory Promotions. After a couple of years of power boat racing production under Victory Promotions, he served as Marketing Director for a group of local radio stations in Virginia Beach, Virginia for 5 years. From 1996 to the present, he has been Director of Development of the not-for profit event marketing company, Norfolk Festevents, Ltd. known as "Festevents." Ted also works with many non-profit organizations as a volunteer, event coordinator and as a board member.

## "Run It Like A Business: The Keys to Successful Event Financial Management"

Pam Sartory, Business Manager, SunFest of West Palm Beach, West Palm Beach, FL



*In a turbulent economy, it's more important now than ever to focus on the bottom line. Whether you are a for-profit, non-profit or government business/event, it's time to look at your budgets, revenues and expenses and work towards reaching a number that is "in the black," not "in the red"! From savvy expense cutting to creative revenue generation, we will explore the "business" aspect of event management.*

**Pam Sartory** is the Business Manager of SunFest of Palm Beach County. She obtained her degree in Financial Management from Clemson University and worked in banking, non-profit, city government and event management industries before joining the SunFest team in 2006. SunFest is Florida's largest waterfront music and art festival and is held annually in downtown West Palm Beach, Florida the first week in May. Her responsibilities at SunFest include site cash collection and management, budget preparation and monitoring, processing of accounts payable, accounts receivable and payroll for an annual budget of \$4.9 million.

## “The Dirty Dozen of Poor Governance: Overcome These Common Mistakes to Improve Board Governance”



*Mitch Dorger, Principal, Dorger Executive Consulting, Pasadena, CA*

*Most organizations in the festival and event industry are governed by some form of governing body be it a formal board of directors or an appointed commission. The effectiveness of this body can be critical to the success of the organization. Conversely, a board that is not doing its job properly can be extremely detrimental to both the long-term success of the organization as well as its day-to-day operations and management. This presentation will identify 12 of the most common errors made either by boards themselves or by organizational executives in their dealings with their board. The purpose of this webinar is to create an awareness of these problems in both board leaders and staff executives so they, in turn, can take a critical look at their own organization to see if their board is falling victim to any of these impediments to good governance.*

Recently retired as the CEO of the Pasadena Tournament of Roses, **Mitch Dorger** brings to his new consulting practice more than 40 years of work experience including, 20 years as a chief executive officer. His experience as a CEO was consistently characterized by successful performance improvement programs and high employee morale and achievement. He believes the fundamental goal of leadership is to inspire teamwork and the spirit of continuous improvement. He has recent expertise in the world of non-profit organizations and is well versed in corporate governance, volunteer management, financial planning and management, government relations, and large event management. As a public speaker he has lectured on non-profit organizational management, strategic planning, change management and leadership. He has also served as a keynote speaker for four different festival and event association conventions.

## “Volunteer Management: Navigating Communication Chaos”

*Joelle M Baugher,*



## *Account Manager – TRS, The Registration System, Indianapolis, IN*

*Five years ago event volunteer communications were largely informative. Messages came from the event organizer to the volunteer. Today the communication lines are more fluid and instantaneous. Email. Smartphones. Snail mail. Facebook. Home phone. Twitter. FAX. Text. Volunteer management systems. How are you communicating with your volunteers? Are your communication methods effective? How do your volunteers want to receive and send information? Are you listening to your volunteers? Presentation, discussion and a self evaluation are included!*

**Joelle M. Baugher** is an Account Manager and Customer Service Representative at TRS – The Registration System. Before this, she worked at the 500 Festival where she was the Volunteer Manager managing over 7,000 volunteers across nearly 50 events and programs in addition to being Program Manager overseeing the 500 Festival and Indianapolis 500® Education Program. She earned a B.A. in Communications from the University of Colorado and a Master’s degree in Public Affairs-Non Profit Management from Indiana University/Purdue University of Indianapolis.

## “Everyone Hates Lawyers Until You Need One – Legal Basics 101 for Festivals & Events”

*Jeff English, Sr. Vice President of Administration/General Counsel, Kentucky Derby Festival, Louisville, KY*

*There are continuing education sessions that are the proverbial cheeseburger and fries. Fun, creative, juicy, i.e. “that sounds like fun so I’ll give it a shot!” Then there are sessions where you chow down on grilled chicken and vegetables because it’s good for you. Consider this grilled chicken smothered in nacho cheese!*

*Contracts, insurance, risk management, trademarks, copyrights, indemnification, collections, waivers, litigation, safety procedures. These are all legal issues that Festivals and Events must confront in a litigious society. Gone are the days asking volunteers to show up without signing a waiver. Say hello to protecting a Festival’s financial future with indemnification and assumption of risk provisions in contracts. Gone are the days of not being concerned about the value of an event’s brand equity in a community. Say hello to protecting the intellectual property rights of an event*



*whose name has real value. What are the appropriate steps to protect your Festival if a patron is injured at an event? What is the “real world” implementation of the “risk management” check lists that your insurance company gives you? These are complex and difficult questions to correctly answer without the advice of a lawyer. Please join Jeff English as he provides insight into these legal issues and others during this webinar.*

**Jeff English** is the Sr. Vice President of Administration/General Counsel of the Derby Festival. After graduating from Washburn University School of Law (Topeka, KS) in 2004, Jeff worked in politics and practiced law before joining the Derby Festival staff. As General Counsel for the Derby Festival, he is charged with overseeing all of the Festival’s legal issues, along with serving as its risk management officer.



## Time Management Topics “Eat A Frog For Breakfast: Remarkable Time Management”

*Gail Alofsin, Director of Corporate Partnerships for Newport Harbor Corporation*

*Yes you can do it all - and then some! Roll up your sleeves and get your roller-skates on while enjoying this session that will assist you in living in the present and relishing “the moments” that truly matter! The older we get, the more we realize how much we do not know! The key to adding hours to the day is analyzing our personal blueprint for success and developing the map to explore these passions. This seminar will unveil the details and events that inspire you and re-think/review the draining “naysayers” who absorb your most precious commodity - TIME! Yes - it is “ALL ABOUT YOU!” so let’s “clear the clutter and embrace simplicity and significance in defining our own success.”*

**Gail Lowney Alofsin** is the Director of Corporate Partnerships for Newport Harbor Corporation, a leading hospitality company based in Newport, Rhode Island. From 1988 - 2004, Alofsin served as the Director of Sales, Marketing and Public Relations of the Newport Yachting Center, a division of Newport Harbor Corporation, developing the waterfront event site from one national event to five national events while increasing corporate partnership sales 5700%! Alofsin is a 1984 graduate of Tufts University in Medford, Massachusetts where she focused on International Relations at the Fletcher School of Foreign Diplomacy.

# IFEA WEBINAR SERIES

## Webinar On Demand Registration Form

### REGISTRATION CONTACT INFORMATION

Webinar Participant: \_\_\_\_\_

Webinar Participant Email: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State/Province, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

### PURCHASE INFORMATION

	IFEA Member Association Alliance	FEO Member	Non IFEA Member	Total
Individual Webinars: _____ Quantity X	<input type="checkbox"/> \$59 (USD)	<input type="checkbox"/> \$79 (USD)	<input type="checkbox"/> \$99 (USD)	_____
<b>Purchasing Webinars in Bulk:</b>				
BUY 3 Webinars and Receive 1 FREE (Up to \$99 in savings)	<input type="checkbox"/> \$177 (USD)	<input type="checkbox"/> \$237 (USD)	<input type="checkbox"/> \$297 (USD)	_____
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BUY 10 Webinars and Receive 5 FREE (Up to \$495 in savings)	<input type="checkbox"/> \$590 (USD)	<input type="checkbox"/> \$790 (USD)	<input type="checkbox"/> \$990 (USD)	_____

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Select method of payment:  Check (make check payable to IFEA in U.S. funds)  Visa  MasterCard  American Express

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#### Economic Impact

- "How to Apply Successful Case Histories to YOUR Sponsorship!"
- "Sponsorship Reality Check"
- "Cutting-Edge Activation Programs for Festivals and Events"
- "Strategies, Tactics and Attitudes to Keep Selling Sponsorship During Tough Times"
- "Conducting an Internal Audit of Your Event"
- "Cultivating Powerful Partnerships with Corporations"
- "Identifying the Signs of a Recession on Sponsorship-What Does It Mean to Me? - Step 1/7"
- "Two-Way Conversations: Event-Sponsor Partnerships to Maximize Sponsorship Returns – Step 2/7"
- "Creative Sponsorship for Challenging Times – Step 3/7"
- "Adapting Sales Strategies for a Recession – Step 4/7"
- "Adapting Sponsor Marketing Strategies for a Recession – Step 5/7"
- "Activating Sponsorship to Maximize Value and Return – Step 6/7"
- "Pulling It All Together - A Review of Sessions 1-6 - Understanding How They All Work Together Towards Sponsorship Success – Step 7 of 7"
- "Seven Sponsorship Steps for Weathering the Economic Storm" – 7 PART SERIES
- "Cultivating Powerful Partnerships with Corporations"

- "Maximizing Non-Sponsorship Revenue"
- "Writing Sponsorship Proposals That Sell"
- Achieving Sponsorship Excellence: 7 Keys to Making Sponsorship 'Work' Long Term

#### Current Industry Issues & Trends

- "Reaching and Including the Teens, Tweens and Twenty's Market"
- "The Internet: Nothing to Fear"
- "You've Got to be Seen Green"
- Fully Connected: Maximizing Your Use of the Latest Online Social Media Technology"
- "Leveraging the Internet to Market Your Event: An Event-centric Focus on Search Engines"
- "Intro to Social Media for Festivals and Events"
- "Using the Internet to Build Your Audience in 2010 - Part 1 of 2"
- "How Do You Use the Internet to Build your Audience in 2010 – Part 2 of 2"
- "Cheers!" Tapping into Your Full Revenue Potential With Alcohol Sales"
- "The Art of Being Green"
- "The WOW Factor! It's Not Just An Event - It's An Experience"
- How to Use Your Website to Build Event Attendance – Moving Visitors into Action – A Website Clinic"
- 2011 Online Event Marketing
- Social Media: The New Market
- Sponsorship Revenue, Promotions and Increased Event Attendance . . . There's An APP for That!

#### Creativity / Innovation

- "Keeping Your Event Fresh – The Creative Process"
- "First Impressions: Understanding the Uses and Power of Decorations"
- Designing Your Eventgoers' Experience

#### Leadership/Management

- "Volunteers: The Greatest Generation, Baby-Boomers and the Gen-X Crowd"
- "People - Your Greatest Asset!"
- "Pushing the Boulder"
- "Building a Strong Educational Component into Your Event"
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#### Time Management

- "Eat A Frog For Breakfast – Remarkable Time Management"