



IFEA Webinar On Demand

Thursday, February 23, 2017

11:00 a.m. – 12:00 p.m. Mountain Time

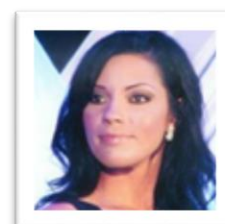
10 Tips to Creating a Responsible Alcohol Program That Gives Back

Karen Shostak, CFEE

Director of Sales, Friends of the Festival

Owner, C.O.R.E. Training Services

Chattanooga, TN



Creating or maintaining a solid alcohol program at your event can be a monumental task. Permits, staffing, training, ordering, stocking, selling, monitoring, balancing, analyzing... the punch list for an efficient program is endless. In this webinar we will break down 10 helpful tips for the alcohol supply chain that can be applied to events of all sizes.

Karen Shostak, CFEE grew up in Miami Florida and moved to Chattanooga TN in 2000. Her career in special events began in 2001 in the hospitality industry as a Director of Sales which led to producing large scale corporate events. She has spent the last 12 years working in various areas of Festival and Event Production such as Admission, Artist Hospitality, Sponsorship, IT, Customer Loyalty Programs, Concessions and Operations with a focus on event alcohol sales. Her alcohol sales programs serve nearly 700,000 guests annually. In 2010, Karen wrote, developed, and founded C.O.R.E Alcohol Sales Training for Retailers and Special Events (Compliance Orientation and Responsibility Education) which is being converted to an online platform for Special Events to use globally.

Length: 60 Minutes

Webinar On Demand will be sent as an online link.

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Questions:

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