



IFEA Webinar On Demand

Thursday, October 26, 2017

11:00 a.m. – 12:00 p.m. Mountain Time

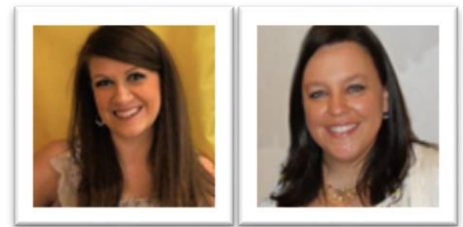
20 New Ideas for Online Marketing

Cassie Roberts, Partnership & Marketing Director

Jessica Bybee-Dziedzic, Director of Partnerships

Saffire

Austin, TX



Become an online marketing super star! If you are looking for a session jam packed with practical, usable strategies, then this one is for you! You will learn 20 revolutionary ideas you can implement for your organization throughout the year, including social media, best mobile practices and more. We'll also cover recent changes to online platforms so you can ensure that you are always using the latest best practices. Your "genius status" awaits!

Cassie Roberts has extensive experience with online marketing and event planning. She started working with Saffire in 2011 and since then, the company has grown from supporting a few great organizations in Texas to partnering with over 200 unique events, venues and destinations across the country. Cassie lives in Austin, TX, and if you're looking to visit, can rival any tour guide in the city!

Jessica Buybee-Dziedzic has a comprehensive background in online marketing, social media and website strategy. In 2007, she joined Wright Strategies, managing online projects for clients including KEEN Footwear, Nike and Frito Lay. In 2009, the Wright Strategies team created Saffire, providing events, venues and destinations with websites and ticketing in a simple integrated platform. Today, the Saffire team serves hundreds of clients nationwide. Jessica is a Partnership Director for the company and in her free time loves to travel.

Length: 60 Minutes

Webinar On Demand will be sent as an online link.

Link will remain active for 7 days.

All IFEA Webinars must be purchased and viewed within the same calendar year.

Questions:

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