



IFEA Webinar On Demand

Thursday, April 20, 2017

11:00 a.m. – 12:00 p.m. Mountain Time

Event Marketing Lessons Learned from the 2016 Election

Sean King

Principle

Aspire Consulting Group

Allentown, PA



The 2016 Presidential election is still relatively close in our rearview mirror, however the lessons learned will reverberate for years to come. During this webinar, we're not talking about the politics, but rather the strategies, gamesmanship and tactics used within a bruising \$1.5 billion campaign that can be takeaways for us all in our future marketing, advertising and communication plans.

This wide-ranging session will provide insight from an election campaign in which we all participated and will provide takeaways to help you in marketing and promoting your next event. Topics include identifying and motivating your base, the new social media reality, managing online content in the post-election landscape, smart marketing ROI, challenging the status quo, dancing with data and ten top takeaways to put to use as soon as you sign off from the session.

Sean King is a Principle at Aspire Consulting Group in Allentown, PA and has been consulting with small businesses and non-profit organizations for over 20 years. He also blogs regularly at www.artsmarketingblog.org. You can follow Sean on Twitter @skingaspire or contact him at: sking.aspire@gmail.com.

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.