



# IFEA Webinar On Demand

**Thursday, March 23, 2017**

**11:00 a.m. – 12:00 p.m. Mountain Time**

**Free Media: Big PR Ideas for Smaller Festivals**

**Mark Demko**

**Sr. Director of Communications**

**ArtsQuest**

**Bethlehem, PA**



*For smaller events with limited budgets, the marketing dollars only go so far. In this presentation, Mark Demko will share tips and tactics for working with the media to take advantage of free media and promotional opportunities that will help expand your audience and promote your programs and events.*

*You'll discover:*

- *PR 101 - Media Outreach Basics*
- *Importance of Developing Good Relationships with the Media*
- *Beyond the Press Release*
- *What to do if no one picks up your story*
- *How your resources can enhance the media's programming/coverage*
- *Working with Bloggers*
- *Turning negatives into positives*

*The second half of this session is an interactive discussion where attendees share their PR successes and misses, so come prepared to divulge a few of your own. Great ideas come from anywhere and you'll leave with a handful you can try at your next festival or event.*

As Sr. Director of Communications for ArtsQuest, **Mark Demko** oversees media and public relations for the nonprofit arts organization that presents Musikfest, the nation's largest free music festival, and 11 other festivals. A graduate of Moravian College in Bethlehem, where he earned his bachelor's degree in communications/journalism, he has more than 15 years of experience in marketing, public relations, communications and program development. He serves or has served on several boards, including as past president of the Lehigh Valley Chapter of the International Association of Business Communicators.

**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](mailto:nia@ifea.com) or +1-208-433-0950 ext: 3.