



IFEA Webinar On Demand

Thursday, November 9, 2017

11:00 a.m. – 12:00 p.m. Mountain Time

Merchandise Strategies Built for Results

Stephen King, CFEE

Executive Director

Des Moines Arts Festival

Des Moines, IA



Winner of IFEA's Best Overall Merchandise Program, the Des Moines Arts Festival's merchandising program nets significant income as a result of a fresh and strategic approach. Stephen will present his strategy to key fundamentals of building a merchandise program that is built for results. Identifying a strategy, determining your market, tips on discovering what is fresh and current in the retail market, POS options, and managing an RFP process and budgeting will be just some of the topics covered.

Stephen M. King, CFEE, is the executive director of the award-winning Des Moines Arts Festival® in Des Moines, Iowa. Projects throughout his career in events have garnered more than 200 awards from the International Festivals and Events Association, International Downtown Association and numerous publications. Before turning his full attention in July of 2011 to the Des Moines Arts Festival®, King led Des Moines' Downtown Events Group from 2006-2011 producing the U.S. Cellular® World Food Festival, Holiday Lights Des Moines, Skywalk Golf, and GuideOne ImagineEve! He arrived in Des Moines after serving as president/CEO of Celebrate Fairfax, Inc. in northern Virginia. Prior he was the director of the festivals and events division of Downtown Fort Worth, Inc. in Fort Worth, Texas, where he produced the MAIN ST. Fort Worth Arts Festival. King is a 25-year veteran of the festival and events industry, a Certified Festival and Events Executive (CFEE), Chair-Elect of the International Festivals and Events Association World Board of Directors, member of the IFEA World President's Council and IFEA's Foundation Board and instructor for IFEA's Event Management School at Oglebay. He serves on the board of directors of Bravo Greater Des Moines, is a past board member of the National Association of Independent Artists and is a founding member of arts festival's industry universal online application system, ZAPplication™.

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.