



IFEA Webinar On Demand

Thursday, May 4, 2017

11:00 a.m. – 12:00 p.m. Mountain Time

An Ethical Dilemma – The Estimation of Attendance

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The idea that overstated attendance is not problematic is a false assumption. Attendance figures are key variables for marketing studies, operational logistics, experience design, sponsorship, economic and community impact assessment, and viewed as the most significant quantifiers of achievement and symbolic rhetoric. This session will explain the ethical implications of using inaccurate figures and introduce an analytical method for better estimation.

Following a career that included producing festivals and events for the cities of Phoenix and Glendale, Arizona for twenty years, in 2006, **Dr. Vern Biaett** became a faculty associate at Arizona State University where he taught event management courses in a certificate program he co-created for eight years. In 2013 he completed his PhD in Community Development and Resources at ASU and in the fall of 2014 accepted his current position as the Assistant Professor of Events Management at High Point University in North Carolina where he has created one of the first Event Management majors in the USA. Dr. Biaett is a lifetime CFEE, a member of the North Carolina Association of Festivals & Events, was a founding member of the Arizona Festivals & Events Association, serves on the IFEA President's Council, and is a past board member of the IFEA Foundation.

Length: 60 Minutes

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Link will remain active for 7 days.

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Questions:

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