

# 2018 IFEA WEBINAR SERIES



## IFEA Webinar On Demand

**Creating Excitement for Your Parade**  
**Ray Pulver, Owner**  
**Upbeat Parade Productions**  
**San Jose, CA**



Looking for more entries for your parade? Something different? Find out how to research entries to add to the fun, color and excitement of your parade. This workshop discusses the entertainment value of a parade, the content to make a parade more entertaining and how to obtain fun and creative entries. There will also be discussion about parade guidelines and organization.

**Ray Pulver**, Owner of Upbeat Parade Productions, is an event producer and consultant, specializing in parades, with over 35 years of experience. He currently works with 17 parades in California and Nevada and has coordinated numerous others on both the east and west coasts. Ray works on many types of parades, from small town and ethnic parades, to regionally and nationally televised parades, including America's Children's Holiday Parade – Oakland (PBS & AFN), Your Hometown American Parade (4<sup>th</sup> of July), Pittsfield, MA (PBS & AFN), San Francisco Chinese New Year Parade (Travel Channel), and San Jose Holiday Parade (various network affiliates). He has been a speaker on the topic of parades for not only the IFEA but also CalFest, colleges and universities, and other organizations' seminars, conventions and classes throughout the United States. He has also been featured in Wiley Events - Event Entertainment and Production book by Mark Sonder as well as other publications distributed through IFEA and various parade related websites.

**Length:** 60 Minutes

Webinar On Demand will be sent as an online link.

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.