

2018 IFEA WEBINAR SERIES



IFEA Webinar On Demand

Diversity & Inclusion Across Your Event
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Calgary Pride
President & Executive Producer
Calgary, BC, Canada



The cultural composition of society is rapidly changing, and "It is projected that the minority will become the majority in the United States by 2050." What are the benefits of identifying the needs, wants, and desires of diverse markets? Join me while we discuss how festivals and events can explore diversity, inclusion, and cultural expression, specifically using an LGBT framework.

As a community driven leader and festival and event professional, **Jason Kingsley's** experience with Calgary Pride began as a volunteer many years ago, and he has spent the last five years as the Vice President and Producer, establishing the festival as one of Calgary's most prominent cultural events, until stepping into the role of President in January 2017. Additionally, Jason is the Vice President of Travel Gay Canada, and works on building LGBT tourism destinations and global-ready LGBT products for the international market. When not volunteering, Jason works as the Program Lead, Event Management for the Chiu School of Business. In this role he helps prepare a diverse student population with key business skills and an academic event management foundation. Jason received his Bachelor of Commerce degree in Entrepreneurial Management from Royal Roads University, is a Certified Festival and Event Executive (CFEE) through the International Festivals and Events Association (IFEA), and is currently completing his MSc in Events Management. He has over ten years of professional festival and event experience, and is frequently involved in community development initiatives.

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 or +1-208-433-0950 ext: 3.