

# 2018 IFEA WEBINAR SERIES



## IFEA Webinar On Demand

### Events and Social Media: Trends & Best Practices for 2018

**Gwen Woltz**

**Co-Founder**

**Wahine Media**



*Want to tap into the latest trends and techniques to promote your event on social media and reach new audiences? This fast paced webinar will cover the latest digital marketing trends and best practices that your team can incorporate into your event promotion. They will cover free and paid opportunities to connect with your audience and drive event attendance. This is a must attend if for anyone involved in marketing your event online.*

**Gwen Woltz** is a mother, creative, and entrepreneur. A fine art, graphic design and marketing background, in 2009 she followed her passion and co-founded Wahine Media. She helps clients to envision their perfect world on social media, she then maps the most effective route to get there. A leading social media strategist, and one of the early voices in the social media revolution in Hawaii, she has been on the front lines from the beginning and knows what works.

Gwen has been an instructor of social media and training companies small and large for over 6 years, ranging in topics from strategic planning to content development from advertising to event planning. She has guided clients from Hawaii and beyond through their social media journey—from budget to best practices—as they embraced new ways to connect with their audience.

**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.