

2018 IFEA WEBINAR SERIES



IFEA Webinar On Demand

Festival Public Relations: The Do and Don'ts That Will Keep Your Message on Point and Keep You Out Of Trouble
Jeff Curtis, CEO
Portland Rose Festival Foundation
Portland, OR



In today's vastly changing and lightning quick public consumption of information, it's critical to have an overall communication strategy. This Webinar will take you behind the scenes of the Portland' Rose Festival's public communication strategy. The audience will get a first-hand glimpse at the Rose Festival's communication strategy, including how the Festival organizes its public messaging year-round. Further, Jeff will provide some firsthand accounts of specific case studies involving media situations, both in crisis management situations as well as selling positive stories about the festival's activities to the media. The Webinar is designed to have the audience take away basic fundamentals on public communication and examining various strategies in working with the media in a way that gets your message out in the most effective way, and in a manner that tells your story the way you want it told.

Jeff Curtis is the Chief Executive Officer of the Portland Rose Festival Foundation, the nonprofit organization that produces one of the world's top special events, the Portland Rose Festival. Originally hired as a sponsorship manager and later promoted to Director of Sales & Marketing, Jeff has served as the festival's exec since 2004. During Jeff's tenure, the Rose Festival has enjoyed many notable successes both external and internal, including recognition as the Grand Pinnacle Award winner by the International Festivals & Events Association twice in a 5-year span! A strategic plan developed under Jeff's leadership helped the festival overcome challenges and build financial resources. In 2008 the festival's organizational model was transitioned to a 501(c)3 nonprofit, achieving a change in tax status and a new emphasis on the festival's charitable efforts in the community.

Most recently, Jeff led the transition of the Rose Festival's Waterfront Activities, which included engineering some significant changes to the events name and format. Most notably, he played a major role in the creation and launch of the Portland's newest outdoor concert venue, the RoZone.

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.