

2018 IFEA WEBINAR SERIES



IFEA Webinar On Demand

Five Keys to Effective Sponsorship Activation

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Activation and measurement have become two essential components to any sponsorship. Event producers must be thinking well beyond typical rights and benefits and propose ideas that literally bring the sponsor's brand to life. Sponsorship is an experiential marketing platform upon which you must build to achieve the sponsor's brand, marketing, communications and sales objectives. CSG has found that there are five key criteria that you must meet to assure effective activations that can be implemented prior to, during and fulling your event. This session will be filled with many examples and ideas to get your creative juices flowing.

Bruce L. Erley is the President and CEO of the Creative Strategies Group, a full-service sponsorship and event marketing agency based in Denver, Colorado which he founded in September, 1995. Creative Strategies Group (CSG) specializes in sponsorship and event marketing consultation as well as forging partnerships between corporations and events, festivals, nonprofit organizations and other properties. In 2012, Erley served as the World Board Chairman of the International Festivals & Events Association (IFEA). He is a 2015 inductee into the IFEA Hall of Fame. He is Accredited in Public Relations (APR) by the Public Relations Society of America and a Certified Festival & Events Executive (CFEE) by the International Festivals and Events Association.

Length: 60 Minutes

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