

2018 IFEA WEBINAR SERIES



IFEA Webinar On Demand

Managing the Media and the Message

Robert Griffin

Director of Marketing

Memphis in May International Festival

Memphis, TN



Over the course of a festival, a variety of situations will arise that will require successful interaction with the media. This session will provide a few methods that were employed to control the message the media was delivering and tips on how to keep them on your team.

Robert Griffin is the Director of Marketing for Memphis in May International Festival, having taken the role in March 2017. Beginning his career in the promotions and marketing department of a large Memphis radio station, Griffin brings to Memphis in May nearly twenty years' experience in marketing and advertising, having worked on the client-side and agency-side for a number of regional and national brands. In his current role, Griffin is responsible for all marketing and communication programs, media and public relations, merchandising, and promotions for the internationally recognized annual Festival.

Length: 60 Minutes

Webinar On Demand will be sent as an online link.

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Questions: Contact Nia Hovde, Director of Marketing & Communications at nia@ifea.com or +1-208-433-0950 ext: 3.