

2018 IFEA WEBINAR SERIES



IFEA Webinar On Demand

Membership Clubs – Upgraded Event Experiences to Boost Your Budget
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Rockford, IL



The upgraded hospitality or membership club experience can yield great results without requiring a lot of resources. From small intimate settings to large corporate tents, upgraded experiences are a non-traditional revenue source that will make your patrons happy and boost your budget.

Becky Genoways, CFEE is a 30-year veteran of the festivals and events industry, a Certified Festival & Event Executive (CFEE) and past Chair of the International Festivals & Events Association World Board of Directors. She is a leading industry consultant, educator and producer. She has produced events of all sizes, from a local market with weekly attendance of 3,500 to a major music festival that attracted over 300,000 people. Her current projects include serving as Program Specialist for the Saint Louis Art Fair, and Memphis in May International Festivals. Genoways has presented numerous professional training seminars and Certified Festival and Event Executive programs throughout North America, in the Middle East and New Zealand and teaches at the IFEA / NRPA Event Management School annually.

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.