

2018 IFEA WEBINAR SERIES



IFEA Webinar On Demand

**Plan the Work. Work the Plan.
Seven Steps to a Successful Marketing Plan
Sean King
Principle
Aspire Consulting Group
Allentown, PA**



With all of the elements of traditional, digital and social media swirling about, how do you prioritize to make sure you are making the right marketing moves for your event? Learn seven steps to take to build a successful marketing plan that will keep your team on the same page and moving forward. Join us for this fast-paced webinar to help you to build your plan from timelines to budgets and content creation to media buys. As an experienced pro or a newbie to your role, you'll walk away from this webinar prepared to implement new ideas to maximize the effectiveness of your marketing plan or learn the basics to develop a new plan from the ground up.

Sean King is a Principle at Aspire Consulting Group in Allentown, PA and has been consulting with small businesses and non-profit organizations for over 20 years. He also blogs regularly at www.artsmarketingblog.org. You can follow Sean on Twitter @skingaspire or contact him at: sking.aspire@gmail.com.

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.