

# 2018 IFEA WEBINAR SERIES



## IFEA Webinar On Demand

### **Sponsorship & Social: The Art of Partnership Promotion**

**Jessica Bybee-Dziedzic**

**Partnership Director**

**Saffire**

**Austin, TX**



*Just like most trends these days, sponsorship has shifted to a social media market. But, as advertising opportunities, algorithms, and trends in social media change, it's hard to know where to focus your efforts when promoting your most valuable partners. Join us, as we show you how to maximize your sponsor partnerships with shared promotions on Facebook, Instagram and even Snapchat. Learn how you can grow your event's audience while WOWing your sponsors, all at the same time!*

**Jessica Bybee-Dziedzic** has a comprehensive background in online marketing, social media and website strategy. In 2007, she joined Wright Strategies, managing online projects for clients including KEEN Footwear, Nike and Frito Lay. In 2009, the Wright Strategies team created Saffire, providing events, venues and destinations with websites and ticketing in a simple integrated platform. Today, the Saffire team serves hundreds of clients nationwide. Jessica is a Partnership Director for the company and in her free time loves to travel.

**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](mailto:nia@ifea.com) or +1-208-433-0950 ext: 3.