

2019 IFEA WEBINAR SERIES



IFEA Webinar On Demand

Behind the Buzzword: Creative Placemaking & Your Event

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Creative placemaking has become a buzzword in the lexicon of city and state governments, college campuses and economic development professionals around the country over the past several years. Join with us in an introduction to the concept and explore ideas on how your events and festivals fit into this movement in our cities and communities. Find a new way to frame your events and festivals to attract new resources and support while you generate momentum around the quality of life impacts beyond the pure dollars and cents.

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

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