

2019 IFEA WEBINAR SERIES



IFEA Webinar On Demand

Control Freaks Anonymous – A 12-Step Plan to Achieve Sanity & Success

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Fredericksburg, TX



Hi...my name is Festival Planner and I'm a control freak. To be a success in the event world, one has to be a detail-oriented professional who makes sure hundreds of other people get everything done in time to open the gates. But the Control Freak style of management can quickly lead to burn out, lack of engagement, trust issues and stagnant growth. This 12-Step Program can help curb those tendencies to create dynamic teams inspired by a visionary leader, versus managed by box-checker. Learn to delegate authority over tasks, build peer accountability, provide meaningful feedback, reward big-picture thinking and create the next generation of leaders that will sustain your event.

Penny C. McBride, CFEE, is the President & CEO of the Fredericksburg Chamber of Commerce. For 14 years prior to starting with the Chamber, she owned Indigo Resource Group, an outsource firm that specialized in providing marketing, consulting and management services to tourism-related businesses and organizations. Her company managed the Texas Festival & Events Association and the Texas Association of Fairs and Events for nine years. Penny also served a nine-year stint as the Director of the Fredericksburg Convention and Visitor Bureau, during which time occupancy tax receipts increased over 400 percent. She continues to work as a consultant, speaker and trainer. Her speaking clients have included the International Tour & Travel Research Association, Argentina Economic Development Federation, Dubai Events and Promotions Establishment, Hawaii Tourism Authority, Illinois Special Events Network, Festivals & Events Ontario and International Festivals & Events Association.

Length: 60 Minutes

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Questions: Contact Nia Hovde, CFEE, Vice President/Director of Marketing & Communications at Email: nia@ifea.com or Phone: +1-208-433-0950 ext: 8140.