

2019 IFEA WEBINAR SERIES



IFEA Webinar On Demand

Controlling the Message: Creating a Social Media Marketing Plan
Jessica Bybee-Dziedzic
Partnership Director
Saffire
Austin, TX



We have all heard about the many countless social media platforms that are available to our events, but how do you begin to prioritize your limited time and resources to ensure that you are maximizing the effort and the returns. How do you create a Social Media Plan to work within your finite budget, your strategic vision and other critical considerations? Join us for this important session by IFEA Association Partner and industry leader, Saffire.

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 along with any supporting document provided.

All IFEA Webinars must be purchased and viewed within the same calendar year.

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