

# 2019 IFEA WEBINAR SERIES



## IFEA Webinar On Demand

**Social Media Sponsor Activations**  
**Bruce L. Erley, CFEE, ARP**  
**President & CEO**  
**Creative Strategies Group**  
**Denver, CO**



According to industry sources, sponsors now value social media engagement greater than traditional media recognition or on-site benefits. Learn about the circumstances that are driving this change. Discover the importance of building social audiences year-round? What are you doing to connect your sponsors with “likes,” “fans” and “followers” of your event. What are the activations that others are using to provide sponsors with the digital promotions and metrics to prove ROI? Bruce Erley, President & CEO of Creative Strategies Group will share tips, trends and examples of best practices that any size event can implement.

Bruce L. Erley is the President and CEO of the Creative Strategies Group, a full-service sponsorship and event marketing agency based in Denver, Colorado which he founded in September, 1995. Creative Strategies Group (CSG) specializes in sponsorship and event marketing consultation as well as forging partnerships between corporations and events, festivals, nonprofit organizations and other properties. In 2012, Erley served as the World Board Chairman of the International Festivals & Events Association (IFEA). He is a 2015 inductee into the IFEA Hall of Fame. He is Accredited in Public Relations (APR) by the Public Relations Society of America and a Certified Festival & Events Executive (CFEE) by the International Festivals and Events Association.

**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](mailto:nia@ifea.com)  
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