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*Summer*

# 2020 IFEA WEBINAR SERIES



## IFEA Webinar on Demand

### Cutting Through the Noise: Social Media and Virtual Events that Get Noticed

**David Ramirez**

**User Generated Content Evangelist**

**TINT**

**San Antonio, TX**

*The new global paradigm has shifted consumers and event organizers to digital spaces. There are record amounts of content and virtual events being produced. We'll discuss how to leverage your reputation as an in-person event to cut through the noise and get noticed. Attendees will learn:*

- 1. Content Strategies to create a sustainable and impactful social marketing plan.*
- 2. Ways to develop and market virtual programming.*
- 3. New opportunities to monetize online activations.*
- 4. Ways to keep volunteers, staff, and attendees engaged, that support your marketing efforts.*

**David Ramirez** is a User-Generated Content Researcher and Evangelist at TINT. With his background in special events and marketing strategy, he helps businesses across industries leverage the power of User Generated Content. He serves on the board of the San Antonio River Walk Association, as a guest marketing instructor at the University of Texas at San Antonio Institute for Economic Development, and is a marketing mentor at the Break Fast and Launch Culinary Accelerator. Mostly, he's a nerd; talk to him about movies or marketing.

