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Summer

2020 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Innovation by Design

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Founder & CEO

Creating Community, LLC

Goodyear, AZ

Staying innovative in experience design is an ongoing conversation and challenge for event professionals. Innovation by Design will discuss barriers to innovation and creativity, but more important will share practical strategies to enhance creative design processes for you and your team. Strategies learned will prepare you to bring innovation and energy back into your own design sessions!

Annie Frisoli, CFEE is a former university faculty member of nearly 20 years within parks and recreation management. Annie is now Founder & CEO of Creating Community, LLC and hosts training and speaking engagements on topics related to community building, group development, design thinking, and inclusion in order to positively impact teams and communities. Annie earned her bachelor's degree from The University of Toledo and her Master's degree from The University of North Carolina at Greensboro. Annie is also a Certified Festivals & Events Executive (CFEE), gaining her certification through the IFEA/NRPA Event Management School. Annie has worked and volunteered on several event teams including the Volvo Car Open (formerly known as Family Circle Cup Tournament), St. Louis Art Fair, non-profit development and awareness events for the Alzheimer's Association, and campus-wide events at a variety of universities. Finally, as a current adjunct faculty with Arizona State University and Ohio University, she still enjoys having an impact on future recreation and event professionals.

