

Presented by
volunteerlocal
Summer

2020 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Technology & Events:

Planning for the Best and Preparing for the Worst

Cassie Dispenza

Senior Director of Marketing & Partnerships

Saffire

Austin, TX

Part of what makes it so hard to plan events right now is that it's impossible to know what the world may look like by the time your event date comes. Will you be able to have an event? If it happens, what will be the requirements? If you plan for an event, and then it gets canceled, how will you execute the cancellation and plan to take it online? Luckily, technology affords us so many opportunities that we wouldn't have had if we were in this situation even 5 or 10 years ago. Join us as we cover some of the creative ways we've seen events adapt and what you can do to plan for your event in the future, regardless of what challenges it may bring.

Cassie Dispenza is the Senior Director of Marketing & Partnerships at Saffire. She has extensive experience with online marketing and event planning and has planned strategic events with many companies including the Austin Sports Commission and the United States Olympic Committee. She started working with Saffire in 2011 and since then, the company has grown from supporting a few great organizations in Texas to partnering with hundreds of unique events, venues and destinations across the country. Cassie loves traveling to conferences to share strategic online planning tactics and doesn't mind getting her boots dirty if you see her and need an extra volunteer.

