

2020 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Creating the Better Community Festival Experience

Dr. Vern Biaett, CFEE

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High Point University

High Point, NC



There are thousands of organizations that include community festivals as part of their programming. Most know how to maximize their revenues and effectively use their events to grab public attention, but how many provide truly great experiences filled with special moments that create transformative memories for their audience? This educational session has one goal ... to teach you how to optimize the attendee experience at festivals! Its focuses on understanding the basics of festivity and using this knowledge to design peak experiences. It is time to put your festival attendees into a zone of turbulent ecstasy.

Dr. Vern Biaett, CFEE produced events for 30 years, primarily as a manager of major festivals for the cities of Phoenix and Glendale, Arizona. He then became a faculty member at Arizona State University, co-created a special event certificate program, and completed his doctoral studies. In 2014 he relocated to North Carolina to establish a new B.A. in Event Management at High Point University, which to date has over 60 graduates, 140 majors and minors currently enrolled, and been honored with a Haas & Wilkerson Pinnacle Award as the Best Event Management bachelor's degree for the past 4 years.

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

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