

2021 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Sponsorship: On the Road to Recovery
Bruce Erley, CFEE, APR
President & CEO
Creative Strategies Group, Denver, CO



After a year of remarkable disruption to festivals and special events, you don't want your sponsorships to become a casualty during recovery. Bruce will share new sales strategies and tactics CSG has implemented to rebuild sponsorship revenue for their various event clients. Specific case studies will be shared.

Bruce L. Erley, CFEE, APR 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

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How ArtsQuest Successfully Pivoted Amid the Challenges of 2020

Curt Mosel

Chief Operating Officer

ArtsQuest, Bethlehem, PA



On March 19, 2020 Pennsylvania Governor Tom Wolf ordered all non-life-sustaining businesses to close across the commonwealth to help stop the spread of Novel Coronavirus (COVID-19). Not only would ArtsQuest be one of the first organizations to close its doors and one of the last to fully reopen, we needed a plan that would allow us to overcome these most challenging times. We had to change course immediately to preserve the organization and at the same time continue to offer access to the arts as a way of helping small businesses and the community at large. While the pandemic has had a devastating impact for all arts and cultural organizations across the globe, there is always opportunity even in the most desperate situations.

Curt Mosel leads the teams responsible for marketing, public relations, ticketing, operations, merchandise, IT and corporate partnership initiatives supporting the nonprofit's arts and cultural programming for the region. These events and programs include Musikfest, the nation's largest free music festival; 12 arts and cultural festivals; and the programs of the ArtsQuest Center and SteelStacks, an adaptive reuse of the city's former Bethlehem Steel plant that has transformed the old mill into a thriving arts and entertainment district.

Curt is a graduate of the University of Iowa, where he earned his bachelor's degree in communications, with a minor in business administration. He began his professional career in entertainment in ticket sales, before advancing into corporate partnerships with the Minnesota Timberwolves and the WNBA's Minnesota Lynx. In addition, he served as Director of Sales for Major League Soccer's Chicago Fire, and spearheaded the marketing efforts for The Morning Call daily newspaper most recently before joining ArtsQuest in 2010.

With his experience in sports & entertainment marketing and event planning, Curt has successfully led the development of several dynamic arts and cultural programs for ArtsQuest and the Lehigh Valley region of Pennsylvania including the FIFA World Cup™ SoccerFest & Viewing Party in 2014 which was named one of the Best New Events of 2014 by the International Festivals and Events Association.

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Bridging Troubled Financial Waters During the COVID Crisis

Jeff Curtis, CEO

Tanya Wilkins, Finance Manager

Portland Rose Festival Foundation, Portland, OR



When the COVID crisis erupted, event organizations like the Portland Rose Festival Foundation were forced to refocus their entire operations, including their financial management. Learn how a 5.9 million dollar nonprofit festival avoided depletion of vital financial reserves by creating cash management bridges that spanned months where traditional revenue went unrealized. Rose Festival leaders share the deceptively simple systems now in place to budget and forecast the cash available to pay for the overhead and operations of Oregon's largest event. Attendees will learn more about establishing new budget philosophy while working with essential Board oversight, as well as the resource management and revenue retention techniques the Rose Festival successfully used to ensure the tenured festival's endurance.

Jeff Curtis is the Chief Executive Officer of the Portland Rose Festival Foundation, the nonprofit organization that produces one of the world's top special events, the Portland Rose Festival. Originally hired as a sponsorship manager over 20 years ago, and later promoted to Director of Sales & Marketing, Jeff has served as the festival's top exec since 2004. His 15 years as CEO can be most accurately summarized as a period of growth and financial stabilization. The Rose Festival has re-built its reserves, pioneered sponsorship strategies and modified its programming to meet a changing and diverse community. Most recently, Jeff led his team as the Portland Rose Festival transitioned into a series of virtual events, Parading in Place, to continue meeting the needs of a changing community amidst the pandemic, while staying true to the time-honored traditions of the Portland Rose Festival. Jeff is a graduate of the inaugural class of Leadership Portland, and a past Chair of both the IFEA Foundation Board and the IFEA World Board.

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Isabel Reed

- **TITLE**
- **DESCRIPTION**
- **BIO**

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Social Media 2021: A New Landscape for Events Organizations

David Ramirez

User Generated Content Evangelist

TINT, San Antonio, TX



2020 pushed consumers to engage more than ever on social media. This adoption of new platforms broke records for engagement and screen time. Regardless of demographics, people are on social now more than ever. This workshop will look at this new social media landscape through the lens of events professionals and discuss its opportunities for marketing, communications, volunteer, and outreach programs.

Topics include:

- The Social Landscape 2021: Dystopia or Utopia?
- Social Commerce: Sales are now Social
- Fleets, Reels, and Spotlights: New Opportunities for Micro-Video

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.

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Prosperity During a Pandemic:

How Christmas in the Park Thrived in 2020

Cassie Dispenza, Vice President Strategic Partnerships

Saffire, Austin, TX

Jason Minsky, Executive Director

Christmas in the Park, San Jose, CA

There's no doubt, 2020 was one of the hardest years ever for the live event industry. Event cancellations were rampant, as many organizations were presented with no clear path to move forward among ever-increasing pandemic concerns. However, Jason Minsky and the team at Christmas in the Park in San Jose, California had a different idea. Convert a free admission half-million attendee walk through display of Christmas cheer to a ticketed drive through experience instead. Not exactly a "walk in the park"! In this session, join Cassie Dispenza, Saffire, as she has an open discussion with Jason on the ups & downs his team went through to pull off their biggest challenge to date, and how they plan to carry many of their ideas forward in 2021. We'll cover strategies for executing your own in person event this year and discuss options for the event industry to safely get back to business.

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.



Jason Minsky has been involved with the San Jose community since 1993 when he was working in the Community Development department for the San Jose Sharks. Originally from South San Francisco, Minsky is a graduate of San Francisco State University. Having previously served on the Board of Directors for Christmas in the Park, he became the non-profit's first Executive Director in 2012. Prior to that he served as a Vice President for the San Jose Silicon Valley Chamber of Commerce and was also Chairman for the Silicon Valley Invitational and Courageous Kids Programs for the American Cancer Society. Jason is married and has a daughter studying in college.



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**Right Now is the Perfect Time to
Update your Access Plan for People with Disabilities!
Laura Grunfeld, Founder
Everyone's Invited, Sheffield, MA**



While you are reviewing and revamping all of your procedures because of Covid, be sure to remember people with disabilities and include them in your planning. Together we will think through how to accommodate people with disabilities in all aspects of your outdoor event and we will build the bones of a comprehensive Access Plan. A well thought out and executed Access Plan will not only help make your event more accessible for people with disabilities but it will be safer for all, more inclusive, and it will help protect you from litigation. This fast-paced course is helpful for executives, directors, managers, front line employees and volunteers. If everyone has a basic understanding of accessibility, it will be easier to create buy-in for your plan. It is especially important for those that make budgetary decisions to join in, as they will want to see how important it is to invest in the Access Plan.

Laura Grunfeld is the owner and founder of Everyone's Invited, LLC a consulting, training, and production company specializing in helping producers make their events more accessible to people with disabilities. Laura has worked with festivals large and small, and was the main architect of the award-winning Access Program at the New Orleans Jazz & Heritage Festival in the late 1990s. Her program, "Everyone's Invited to Bonnaroo," has won the 2018 and 2019 IFEA/Haas & Wilkerson Pinnacle Gold Award for "Best Accessibility Program." Laura has consulted with, designed and implemented Access Programs for events across the nation including Bonnaroo, Music Midtown, Governors Ball, Outside Lands, The Meadows, TomorrowWorld, Firefly, Life is Good, Rothbury, Electric Forest, Phish, and many more. She has sourced American Sign Language interpreters skilled in interpreting music for Neil Young's performance at the MusicCares Grammy Event, the First Lady's College Signing event in Harlem, the New York City Disability Pride Day, and numerous music festivals. She has delivered countless service-animal-screening training sessions to event security teams across the country. Producers of outdoor festivals have their own set of obstacles to overcome when working to improve access for patrons with disabilities: temporary facilities, little infrastructure, rough terrain, unpredictable weather, limited budgets, and large numbers of untrained temporary staff. Laura Grunfeld understands these difficulties and can help make a festival as accessible as possible with the resources available.

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PIVOT

Tavi Fulkerson, Founder
The Fulkerson Group
Detroit, MI



With the changes caused by the pandemic, the event industry has experienced a seismic change in operations, sales, opportunity and focus. Our webinar, called PIVOT, will share creative examples of how the event industry has changed with these shifting and unpredictable times. We will present how major events and the vendors that support them have found innovative ways to change direction and successfully navigate the new unprecedented impact on our industry. Specific pivots will be explored, including how a large-scale global industry event has extensively refocused given rapidly changing market demands; how the world's largest free jazz festival event was able to stage its event virtually creating new revenue streams and a four-fold increase in attendance; how one production company facing closure shifted focus to create new event services with surprising results. Five "pivots" with global impact will be profiled from a wide range of events and event-related companies.

Tavi Fulkerson, the founder of The Fulkerson Group, is well recognized as a sponsorship sales expert with an extensive marketing and public relations background. For more than three decades, The Detroit-based Fulkerson Group (TFG) has built its reputation as a strategic partner of notable, world-class events through a combination of proven success, unmatched relationships and a track record of results. Today, the company occupies a uniquely prominent space in the world of major event sponsorship, raising nearly \$20 million annually for events they represent. TFG's portfolio includes The North American International Auto Show; Motor Bella; The Parade Company, producers of America's Thanksgiving Parade® presented by Gardner-White and the Ford Fireworks; The Chevrolet Detroit Grand Prix presented by Lear; The Detroit Jazz Festival presented by Rocket Mortgage; and the Downtown Detroit Partnership.

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David Olivares, CFEE
Vice President of Sales and Marketing
Kaliff Insurance
San Antonio, TX



David G. Olivares joined Kaliff in 2012 as a producer and was appointed as Vice President of Sales and Marketing in 2016, and program underwriter. David's expertise is Festivals, Fairs, Rodeos and Outdoor Music and Event Venues. A native of San Antonio, David received a Bachelor of Science degree from the University of the Incarnate Word where he excelled in Academics and Track in Field. David was the Team Captain of the University's Track and Field Team and was ranked 19th in the nation for javelin in 2008. David gives back to his community by volunteering at various San Antonio Fiesta Events as well as organizing the Fiesta Castle Hills 5K run. He currently serves on the Board of Texas Festivals and Events Association. David, his wife, and three children are all an exemplary part of the ever-expanding family unit of Kaliff Insurance's commitment to community-based participation and values. David's professional background, infused with his passion for sports and entertainment, offer the perfect blend of talent that ensures proper coverage and implementation to protect Kaliff clients.

Nashville agencies and through his own business, promoting and directing headline concerts, special events, music festivals, and managing recording artists and touring properties regionally and nationally.

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Restoring Customer Confidence
Geoff Hinds, Executive Director
Deschutes County Fair & Expo
Redmond, OR



Join Geoff Hinds, Executive Director of the Deschutes County Fair & Expo as he discusses the current state of consumer confidence, as we return to events during and post-pandemic. This Webinar will include an overview of strategies for events that went forward in 2020 and early 2021, and what we might learn from their attendee response.

Geoff Hinds has over 15 years of diverse experience in Live Event and Event Venue management, and serves as the Director of the Deschutes County Fair & Expo Center in Redmond Oregon. Prior to Joining the Deschutes County Fair & Expo in 2019, Geoff held the roll as Chief Executive Officer at SBC Fair in Southern California, which has overseen operations of both the San Bernardino County Fairgrounds as well as Adelanto Stadium.

Geoff has shared his knowledge and expertise through work on or at many large festivals and events throughout the United States, and has successfully transformed multiple previously struggling into financially viable community centers, through the reduction of expenses and the building of strong teams. In addition, Hinds has served on numerous Fair and Event industry associations and committees including as a current treasurer for the Oregon Fairs Association, and prior roles on the boards of the Western Fairs Association, California Fairs Alliance, and the California Association of Racing Fairs. He was a founding member for the International Association of Fairs and Expositions Young Professional Initiative, and YPI West and has served as a board member for the Tulare Chamber of Commerce, California Association of Racing Fairs, California Fairs Alliance and more. A graduate of Whitter College, Hinds currently lives in Terrebonne Oregon.

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Booking International Artists: State of the Union
Robert Baird, President
BAM! Baird Artists Management Consulting
Toronto, Canada



Join us for this IFEA Webinar as Robert talks about the impact of COVID-19 on presenting international artists at your festival or event; how to safely manage performances in the COVID world; and the new performing landscape affecting artist availability, pricing, cooperative efforts, new regulations and cost consideration.

Robert Baird is President of BAM! Baird Artists Management Consulting in Toronto, and an acknowledged expert in international touring including visas, withholding and taxation. He is former President of NAPAMA (North American Performing Arts Managers and Agents), and served on the Executive Board as VP of Festivals and Events Ontario (FEO). Mr. Baird is Past- President of OAPN (Ohio Arts Professionals Network) and serves as APAP (Association of Performing Arts Professionals) Showcase Coordinator and a Director of The King's Singers Global Foundation. Mr. Baird is an A.F.M. Booking Agent and an Acceptance Agent for the I.R.S. and is well-known for his columns on "Crossing Borders" in *International Musician* and "Festivals Without Borders" in IFEA's "ie" magazine.

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