



2021 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Social Media 2021: A New Landscape for Events Organizations

David Ramirez

Senior Marketing Manager

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.

Prosperity During a Pandemic:

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 Email: nia@ifea.com