

2022 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Pandemic Pivot: Reinventing a Historic Show in Unprecedented Times

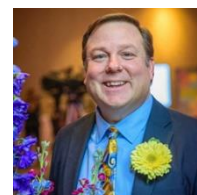
Sam Lemheney, CFEE

IFEA World Board Member

Chief of Shows & Events

Pennsylvania Horticultural Society

Philadelphia, PA



In 2020, the arrival of COVID-19 threatened the existence of large events and forced organizers to re-imagine the future of public events. At this time, Pennsylvania Horticultural Society's (PHS) Philadelphia Flower Show, known as the nation's largest flower show, was at risk of cancellation for the first time in its 193-year existence. However, PHS acknowledged the historic and communal significance of the Flower Show and decided to proceed with an entirely new approach cognizant of the many issues raised by the pandemic. This new environment gave room for PHS to be creative, think outside the box, and rebrand the historic and beloved event. The 2021 Philadelphia Flower Show proved that unexpected challenges could produce innovation and new vision. Last year's transition from an indoor to an outdoor show breathed new life to the historic show and hopes for its future. In this webinar Sam Lemheney, Chief of Shows & Events, will detail how PHS reconstructed the production, marketing, and creative concept of this legacy show to adapt to a post-pandemic world. Attendees will learn how to evolve a show while maintaining its core audience, incorporate consumer feedback into marketing an event with a strong existing consumer base, and the creative and decision-making process for the 2022 Philadelphia Flower Show. As the Philadelphia Flower Show continues to bloom, opportunities are limitless.

Sam Lemheney is the Chief of Shows and Events at PHS and directs the strategy, planning, and execution of all events including the annual Philadelphia Flower Show which attracts over 250,000 visitors from all over the world. Sam is a judge for flower shows in Singapore, Japan, and South Korea, and has judged the floats for the Tournament of Roses Parade in Pasadena, California. He is also an active member of the International Festival and Events Association. Sam received his B.S. in Plant Science from the University of Delaware and has had a lifelong passion for horticulture. He began his career at The Walt Disney Company and became of Area Manager of the Epcot International Flower & Garden Festival. He has been with PHS for over 19 years, growing the Philadelphia Flower Show into an internationally recognized and award-winning event.

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