

2023 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Marketing Strategies for Finding New Customers and Driving More Sales

Shadi Hayek

Vice President of Sales

TicketSpice

Sacramento, CA

This webinar is for those who want to level up their marketing game to better engage past customers and reach new audiences like never before. We'll take you into the best practices of elite event marketers who are seeing incredible results through high-performance digital marketing. We'll show you the tools and practices of the pros and where you might be losing out on invaluable sales. We'll show you how to effectively use digital marketing to maximize results without wasting money or breaking the bank.

Shadi Hayek is the Vice President of Sales at TicketSpice, one of the leading event ticketing software platforms in the agritourism industry. The TicketSpice event technology platform is used by millions of people every month and has processed over 3 billion dollars for events around the country. Shadi has worked with several hundred agritourism businesses, helping them maximize revenue through ticketing tools and strategies. When the events industry was severely impacted by the pandemic, Shadi helped hundreds of events move to online tickets, many for the first time. As the market and needs for agritourism has constantly changed, Shadi has collaborated with farmers to establish tools that have made significant impact in revenue, operations, staffing, and support for agritourism. Shadi has over 15 years of leadership and business development experience. He's active in several communities and non-profit organizations in the Sacramento Region. In an average week you can find Shadi hosting a recurring Bar-B-Que or meetup with friends, coaching professionals, on his road bike, or changing several diapers as he and his wife Riley are growing their family.



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