

# 2023 IFEA WEBINAR SERIES



## IFEA Webinar on Demand

**Practical Strategic Plans:  
Creating a Vision in the Post Pandemic World**  
**Neville Bhada, TMP**  
**CEO**  
**Applied Strategies and Principles**  
**Athens, GA**

A strategic plan is a necessity. After the last two years, we've witnessed why they are crucial for your event's success. Tackle the basics of creating one and discuss the best framework for a successful vision. Setting one, three, and five-year goals that are attainable will help you achieve and measure success. Achievable benchmarks reap rewards along the way. Sub- or mini-goals are steps along the way toward achieving those big longer-term goals, and will hold you accountable to a board or leader to be sure progress is being made. Don't let fear or roadblocks stand in the way of your success!

***Neville Bhada** is the founder and CEO of Applied Strategies and Principles, a firm that specializes on the strategic planning and research needs of growing organizations. Applied Strategies and Principles provides unique solutions with a customized approach through conversations, research, focus forums and more. Its experience with research, communication and education make it distinctively skilled to tackle issues facing firms as they grow and evolve into their next stage of development. He currently instructs within the Hospitality and Food Industry Management program at University of Georgia as an adjunct professor. Over the years, he has taught classes on tourism, hospitality, events and marketing to undergraduate and graduate students.*



**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](mailto:nia@ifea.com)