

2026 IFEA WEBINAR SERIES



IFEA Webinar on Demand

More You, Less Robot: Building Authentic Marketing Content while using AI

S. David Ramirez, CFEE

Founder / Principal Consultant

IFEA Foundation Board Member

SDMRamirez

San Antonio, TX

Marketing tools evolve quickly, and AI is at the center of it. You can generate a dozen posts in seconds, but are they good or just adequate? This session is for festival and event pros who want to build better content faster while still holding onto their brand voice. Don't be another "AI Slop" post or email. Be better.

We'll explore specific settings and nuances of tools like ChatGPT and Gemini that make your content feel real and human. We'll look at popular tools with built-in AI and discuss when to use them and when to use an external tool. We'll also talk about the biggest tells that you're using AI and how simple tweaks can make your content sound more like you.



S. David Ramirez, CFEE is an award-winning marketer, speaker, and technologist from San Antonio. His agency, SDMRamirez, helps events, entrepreneurs, and economic development organizations grow. David has delivered more than 200 main stage presentations and breakout sessions at conferences nationwide. David teaches in multiple event certification programs including the IFEA/NRPA Event Management School and the Texas Event Management Institute.

David serves on the board of the International Festivals and Events Association Foundation. He is a columnist for ie magazine: The Business of International Events, where he writes about technology and trends shaping the future of events and tourism.

Mostly, he's a nerd. Talk to him about anime, craft beer, and science fiction.

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