

2026 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Why Sustainability Matters:

Meeting the Expectations of Consumers, Sponsors & Communities

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Fort Myers, FL

Sustainability has become not only a desire and a need to do the right thing for festivals and events, but an expectation by stakeholders and consumers. This session explores how environmental and social responsibility are shaping audience preferences, sponsor priorities, and community partnerships. Using real-world examples from across the industry, we'll break down what "sustainability" really means in practice—beyond recycling bins and buzzwords—and show how even small, intentional steps can lead to measurable impact. Whether you're just starting out or looking to elevate existing efforts, you'll leave with ideas and tools to help your organization meet stakeholder expectations and strengthen your event's long-term success.

Key Takeaways:

1. **Understand What's Driving Change:** Learn why consumers, sponsors, and communities now expect sustainability to be part of every event experience.
2. **Identify Practical Starting Points:** Explore approachable, scalable ways to integrate sustainability into operations, partnerships, and storytelling.
3. **Build Lasting Value:** Discover how sustainability can strengthen brand reputation, attract sponsors, and create meaningful community impact.



With more than 25 years in event production, **Jen Marhenke** brings deep operational expertise and a practical, hands-on approach to sustainability in sports and live events. Over the past decade, she has led initiatives to reduce waste, conserve resources, and help organizations meet their sustainability goals. As Sustainability Program Manager at Rico Solutions and an Event Verifier for the Council for Responsible Sport, Jen collaborates with event producers, vendors, and community partners to design and implement programs that deliver measurable impact. Known for her collaborative style and commitment to continuous learning, she believes progress comes from shared purpose, practical solutions, and doing the work—together.

Length: 60 Minutes

Webinar on Demand will be sent as an online link along with any supporting document provided.

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Questions: Contact Nia Hovde, CFEE, Vice President/Director of Marketing & Communications – Email: nia@ifea.com