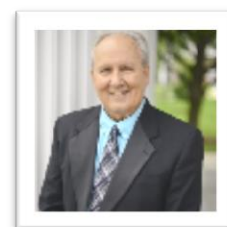




IFEA Webinar On Demand

Designing the Best Participant Experience

Dr. Vern Biaett, CFEE, Assistant Professor of Events Management
Nido R. Qubein School of Communication
High Point University
High Point, North Carolina



Many of you as an event managers have become industry experts at Production Design and know quite a bit about coordinating of the operational WOW! logistical factors needed to make an event special. The same might be said about Marketing, Sponsorship, Volunteer management, and Financial matters. What, however, do you actually know about Experience Design? This session provides a starting place for event managers to understand what is experience design, what constitutes best experiences, and some ideas on how to go about creating experiences that can lead to increased social capital among attendees and enhance community development. Today we live in an experience economy where people have come to expect quality products and services while they search out extraordinary life experiences. It is critical that festivals and events are part of the Experience Design conversation.

Following a career in leisure services that included producing festivals and events for the cities of Phoenix and Glendale, Arizona for twenty years, in 2006 Vern became a Faculty Associate at Arizona State University where he primarily taught event management courses in a certificate program he co-created. In 2013 he completed his PhD and in 2014 accepted his current position as the Assistant Professor of Events Management in the Nido R. Qubein School of Communication at High Point University in North Carolina. Dr. Biaett is a lifetime Certified Festival & Event Executive, was a founding member of the Arizona Festivals & Events Association, and is a past board member of the IFEA Foundation.

Length: 60 Minutes

CFEE Elective Credit: Current Industry Issues & Trends

Webinar On Demand will be provided as a downloadable link.

Link will remain active for 7 days.

All IFEA Webinars must be purchased and viewed within the same calendar year.

Questions:

Contact Nia Hovde, Director of Marketing & Communications at nia@ifea.com or +1-208-433-0950 ext: 3.