



# IFEA Webinar On Demand

## Event Marketing from A-Z

**Sean King,  
Principle  
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Allentown, PA**



Twenty-six letters in the alphabet. The Event Marketing from A-Z webinar explores 26 ideas and concepts, one for each letter, to make your 2016 Festival and Event marketing more effective. Updated for the 2016 event season, the A-Z session reviews the basics and introduces the latest trends in advertising, marketing, social media, sponsorships and more. Marketing changes in the blink of an eye. Spend this fast-paced, informative hour to gain insight on what will make your 2016 event marketing plan a success.

Sean King is a Principle at Aspire Consulting Group in Allentown, PA and has been consulting with small businesses and non-profit organizations for over 20 years. He also blogs regularly at [www.artsmarketingblog.org](http://www.artsmarketingblog.org). You can follow Sean on Twitter @skingaspire or contact him at: [sking.aspire@gmail.com](mailto:sking.aspire@gmail.com).

**Length:** 60 Minutes

Webinar On Demand will be sent as an online 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](mailto:nia@ifea.com) or +1-208-433-0950 ext: 3.