



# IFEA Webinar On Demand

## Keeping Your Event Fresh – The Creative Process

**Ira Rosen, CFEE, Assistant Professor**  
**Temple University School of Tourism and Hospitality Management**  
**Philadelphia, PA**



*With everything going on in the world today, and the rapid pace of change, if your event isn't constantly growing, changing and keeping up with times, you may soon start to see it dwindle! During this important session, you will learn about the many tools and techniques that you need to be aware of to keep the excitement in . . . and attendees at . . . your festival.*

**Ira Rosen** is an Assistant Professor with Temple University's School of Tourism and Hospitality Management. He teaches several event management courses and directs the School's award-winning Event Leadership Executive Certificate Program. Additionally, he is President and Chief Executive Officer of Entertainment On Location, Inc. (EOL), a full-service event production and consulting company based in Point Pleasant, New Jersey.

**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.