



# IFEA Webinar On Demand

## Maximizing Your Revenue Through Online Sales

**Kendra Wright, President**  
**Saffire, Austin, TX**



*Are you getting the most bang out of your digital buck? There's more to ecommerce than just "selling stuff"! You can utilize your website to facilitate business with sponsors, vendors, renters, and more. When you do sell online, you can also learn how to maximize your revenue per sale! Join us as we cover the ins and outs of increasing the value of your online presence based on our 15+ years' experience selling online.*

**Kendra Wright** has spent the last 20 years in online marketing, working with clients like Nike, KEEN Footwear, Jeep, Chrysler, Intel, Panasonic and Frito Lay. Six years ago, she gave it all up to launch Saffire, integrated online marketing and ticketing for hundreds of events, venues and destinations.

**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:**

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