

IFEA Webinar Series

IFEA Webinar On Demand

Merchandise: Finding the Balance That Best Fits Your Event

Bridget Sherrill, Vice President of Merchandising
Jennifer Morgan, Merchandising Manager
Kentucky Derby Festival
Louisville, KY



Merchandise sales have always been an important and valuable revenue stream for festivals, but like everything else, how and where we reach the consumers with our products and getting them to buy can sometimes be a challenge. Keeping up with merchandise trends, selecting products that reach your demographic and being conscious of today's economic climate are all very important factors in selecting the right mix of products for your event. Retail product placement, on line marketing and on site booth location and display are all important things to help assure those products sell. These coupled with knowing how to select the right balance of designs, sizes and quantities can be the difference in a profitable merchandise program.

The Kentucky Derby Festival merchandise program is always evolving to meet the needs of our customers and suppliers. Spend some time with Bridget Sherrill and Jennifer Morgan from the Kentucky Derby Festival as they discuss what has worked over the years and what has not.

Bridget Sherrill has been with the Kentucky Derby Festival for 38 years holding various positions ranging from bookkeeper to events manager to marketing and her current position as Vice President of Merchandising. Bridget's primary responsibility is overseeing the Festival's Merchandise Program and the highly proclaimed Pegasus Pin Program which generates approximately 23% of the Derby Festival's annual \$5.8 million dollar budget. Bridget has served on the Leadership Alliance Committee of the International Festival & Events Association Foundation and was Chairman of the organization in 2001 in addition to serving on the IFEA President's Council. In 2004, Bridget received the prestigious honor of being inducted into the IFEA Hall of Fame.

Since 2001, **Jennifer Morgan** has served as the Merchandising Manager of the Kentucky Derby Festival, Inc., a private, non-profit civic celebration. Prior to this role, Jennifer served as the Sales and Marketing Manager for a merchandise licensing company for seven years. She is a 1992 graduate of Miami University and began her career as retail manager for the Limited Corporation. As Merchandising Manager for Kentucky Derby Festival, Jennifer oversees the development, production and distribution of the Festival's merchandise line.

Length: 60 Minutes

CFEE Elective Credit: Creativity & Innovation

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Link will remain active for 7 days.

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Questions:

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