



# IFEA Webinar On Demand

## Moving Beyond Engagement to Sales: Finding a Way to Measure the Real Return of Social Media



**Mark O'Shea, Co-Founder**

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**Noise New Media, Nashville, TN**

*We all know that we're supposed to be maximizing our event presence on social media...every article and educational session will tell you that. So, we all do our best to aim precious resources - time and money - toward that goal; get more 'friends', more 'followers', more 'likes', more 'views'; but how do we know that any of that is translating into sales (for our sponsors and ourselves)? Join the co-Founders of Noise New Media as they address the question that most never ask..."How do we measure the real return of social media?"*

**Noise New Media** has successfully combined innovative social media strategy with digital applications development and campaigns. Their low-fi, guerilla approach to music and entertainment marketing has helped clients raise their profile while engaging with their target audiences through the use of the new media technologies. With a fair industry and entertainment client base that represents 8.5 million annual ticket sales, Noise New Media has established itself as the premier social media marketing agency for venues, agricultural & state fairs, events and rodeos. Clients include the Houston Livestock Show and Rodeo™, San Antonio Stock Show & Rodeo, Tim McGraw and many others. Founded by Steve Richo and Mark O'Shea, Noise New Media is based on Music Row in Nashville, TN.

**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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