



IFEA Webinar On Demand

Thinking About Cashless? Take a Strategic Approach

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Now that all US consumers have "embedded-chip" credit and debit cards, and all retailers are required to use chip-reading/NFC (Near-Field Communications) Point of Sale devices, cashless transactions are inevitable for festivals and events. Your visitors will expect and demand non-cash transactions from all of your points of sale. Join Jim Shanklin, CFEE for ideas on how to strategically` address the inevitable changes, minimize the "push-back" from board members and vendors and avoid other pitfalls of moving to a cashless event.

Jim Shanklin founded Festivals.com in 1995 and has been a 20-year IFEA member. Now with his new company, Contratto, Inc. he is working with IFEA members in cashless and sponsorship projects.

Length: 60 Minutes

Webinar On Demand will be sent as an online link.

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Questions:

Contact Nia Hovde, Director of Marketing & Communications at nia@ifea.com or +1-208-433-0950 ext: 3.