



# IFEA Webinar On Demand

## When, How and the Challenge of Expanding Your Event

**Ted Baroody, President**  
**Norfolk Festevents**  
**Norfolk, VA**



*With today's challenges for maximizing revenues and finding new resources to turn to, many events are considering expanding their events...adding new, potential revenue-driving events to their current line-up (concerts; participant sporting events; etc.); taking on the management of outside existing events; or creating a totally new event in the 'off' season. While potentially driving new revenue streams, these decisions also stretch staff resources and take away the 'normal' year-round focus from the primary and original events (creatively; operationally and fund-raising efforts). When do these decisions make sense and at what investment/return ratio? Join our panel as they debate this growing issue.*

**Ted Baroody** is a graduate of North Carolina State University, Raleigh, North Carolina, USA. After college he moved to Norfolk, Virginia to start his own small sports marketing company, Victory Promotions. After a couple of years of power boat racing production under Victory Promotions, he served as Marketing Director for a group of local radio stations in Virginia Beach, Virginia for 5 years. From 1996 to 2011 he was the Director of Development of the not-for-profit event marketing company, Norfolk Festevents, Ltd. known as "Festevents," and is now the President of Festevents. Ted also works with many non-profit organizations as a volunteer, event coordinator and as a board member and is on the IFEA Foundation Board of Directors.

**Length:** 60 Minutes

**CCEE Elective Credit:** Current Industry Issues & Trends

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**Questions:**

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