

THE BOARD TABLE



Why The I?

Have you ever wondered why the "I" in IFEA is important? I mean, as I go about planning local events in my community, rarely am I thinking about the international influence of other events on mine. But in retrospect, the people I have

met, the events I have experienced and the places I have gone have had a profound effect on the vision and direction I use in creating my own events. I have picked up tips on managing volunteers from Rotterdam, children's programming from Korea, event décor from Beijing and marketing ideas from Dubai.

Our profession is truly worldwide. Find any group of people and you will find celebration. Celebrations of culture, harvest, arts, music, religion, history, frivolity...virtually any interest.

IFEA provides a forum like no other I know of for the meeting of our peers, the exchange of experiences, the genesis of ideas. While that forum is year round, through IFEA's online webinars, our quarterly magazine "i.e.: the business of international events," the weekly Event Insider and Update newsletters, etc., the best opportunity to connect and learn from others is at the IFEA's

Annual Convention & Expo.

This year, the IFEA's 57th Annual Convention & Expo will take place from September 21-23, in Denver, Colorado, U.S.A. For a brief period of time you will be able to meet and interact with people from festivals and event large and small from around the world. Seminar topics will cover every interest and the Expo will showcase the pros of our industry.

Come expand your world at the IFEA's Annual Convention & Expo. Discover for yourself the "I" in IFEA and take a bit of the world home with you.

See you there!

BRUCE ERLEY, CFEE, APR
2012 IFEA Board Chair
President/CEO – Creative Strategies
Group
Broomfield, CO, U.S.A.
Email: berley@csg-sponsorship.com