

# BOARD TABLE



## Valuable Resources at Your Fingertips

I look forward to the IFEA convention every year. It provides an opportunity to reenergize and rejuvenate with our peers and to reflect on the year's accomplishments and challenges. It is one of the highlights of my year.

I attended my first IFEA convention in St. Paul, MN in 1994. I was a volunteer for a regional festival and paid for the convention myself. We drove to St. Paul and three of us shared a room. It was love at first sight. I had finally found people who knew what it was *I did the rest of the year* and shared my passion for festivals and events. This will be my 20th convention and I still have the same sense of anticipation and enthusiasm that I did 20 years ago. Where else can you connect with so many talented and passionate festival and event industry professionals, establish relationships with producers of global events, and

learn about the current industry trends and practices in three days?

The theme for the 2013 convention is "Building Bridges." The bridges you build with your peers through IFEA will last a lifetime. I hope that you make the most of your convention experience by paving your way to valuable relationships and building strong bridges with your peers. Make the most of the opportunity to benefit from their expertise, knowledge and experience.

The network of connections that I have made through my involvement with IFEA has proven to be an invaluable resource whether facing overwhelming challenges or searching for innovative ideas and best practices.

I was looking through some IFEA files and found this top ten list from a couple of years ago and thought I should share them with you. I would add *Create a Network of Industry Professionals* to the Top Ten List. A professional network can help diminish the most daunting challenges and contribute to the most brilliant successes. The enormous depth and wealth of the knowledge and experience of fellow attendees is immeasurable.

### TOP TEN LIST *Why You Should Be Affiliated with the IFEA!*

- #10 Attend Seminars and Conventions Worldwide
- #9 Access Unlimited Educational Resources
- #8 Find the Best Festival and Event Vendors
- #7 Train to be a Certified Festival and Event Executive
- #6 Pick Up The Phone for Industry Advice
- #5 Participate in online educational Webinars
- #4 Seek Interns or Employees through the IFEA Job Bank
- #3 Network at the dFest®/Dixie Flag Event Services Hospitality Suite at the Annual Convention
- #2 Receive Invitations from Festivals Around the World
- #1 Meet People Who KNOW What You Do the Rest of the Year.

A lot has changed in the festival and event industry in 20 years, but what has remained the same are the intrinsic core values of festivals and events. While our events and locations are extremely diverse, the core principles of successful events worldwide are the same.

*"From small, localized celebrations to mega-events with global outreach, festivals & events bring hope and joy that burns bright among those who attend. In fact, events have brought more people together, peacefully, than any other world entity or profession, creating memories, milestones and magic around the world."* IFEA Value Statement

As event professionals, we are fortunate to be involved in one of the most exciting and inspiring industries in the world. Festivals and events continue to lift people's spirits, fuel their imagination, and create memorable experiences. Join us as we celebrate the accomplishments of 2013 and explore exciting new ideas and products for the future at the 58th Annual IFEA convention.

I look forward to seeing you in Pittsburgh, PA, September 16th-18th!

**Becky Genoways**

2013 IFEA World Board Chair

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