



On the Cover: 2013 Cherry Creek Arts Festival "Around the World in One Serving." Photograph by Randy Moore.

DEPARTMENTS

8 President's Letter

12 In the Board Room

14 The Sponsor Doc

16 The A to Zambelli of Fireworks Displays

18 The Un-comfort Zone

20 English 101

22 Turnstiles: Marketing for Event Managers

24 CFEE Satellite Program Launched in New Zealand

46 2013 Hall of Fame Inductee Karen Churchard, CFEE

48 2013 Volunteer of the Year Inductee Christopher Prothro, M.Ed.

51 2014 Event Management School

62 Board Table

64 IFEA Webinar Series 2013

66 Foundation

68 Marketplace

Fall 2013 Volume 24, Issue 3 "ie" is published quarterly by the International Festivals & Events Association, 2603 W. Eastover Terrace, Boise, ID 83706, USA. Permission to quote from material herein is granted provided proper credit is given to IFEA. Subscriptions are available for \$50 per year.



26

Four Vital Keys to a Successful Publicity Campaign

by Russell Trahan

28

Are We Safe Yet?

Jason Hensel

32

Search, Social, and Analytics, Oh My! How to Optimize Your Festival

by Brandy Hartley

34

Forget Planning, I've Got It All Right Up Here... Is Planning A Waste of Time?

by Steve McClatchy

38

ADA and Wheel Chair Accessibility

by Matt Cranford

42

Volunteer Managers Share Tips From The Trenches

by Ashley Dunahee and Florence May