



On the Cover: Hawaiian Hula dancers.

DEPARTMENTS

- 6 IFEA Presidents Letter
- 8 IFEA World Board
- 10 IFEA Foundation Board
- 12 English 101
- 16 The Un-comfort Zone
- 20 2018 IFEA Hall of Fame
- 25 2018 IFEA Volunteer of the Year Award
- 26 Turnstiles: Marketing for Event Managers
- 32 The Digital Life
- 38 Sponsor Doc
- 40 Leadership at All Levels
- 42 May I Help You?
- 44 Everyone's Invited Including People with Disabilities
- 50 They Said What??
- 52 #EventPermit
- 55 2018 IFEA Webinar Series
- 62 Leadership Legacy
- 63 2018 Pinnacle Award Winners
- 85 2018 IFEA World Festival & Event City Award Recipients
- 99 Marketplace

Spring 2018, Volume 29, Issue 1 "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.

ie FEATURES

14

Working with Your Neighbors & Creating Community Buy-in Before Hosting An Outdoor Event

by Karlee May

22

Step Back from Ledge(r)!

by Elaine O'Connor

28

Have You Thought of This? Selling More Tickets to Your Festival by Using Micro-Influencers.

by Natalie Gleba

34

Tips for Submitting City Permits

by Dolores Mendoza

46

Event Organizers Toolkit for Promoting Events – Part 3 of 4

by Dan Rose