



On the Cover: Drawing upon Chinese traditions, the Tim Hortons Ottawa Dragon Boat Festival is North America's largest dragon boat festival with 200 teams competing. The festival also features an extensive array of performances and family friendly activities. It happens the third weekend of June in Ottawa, Ontario, Canada.

DEPARTMENTS

- 8 IFEA President's Letter
- 10 IFEA World Board
- 18 The Sponsor Doc
- 22 #EventPermit
- 23 Event Management School Brochure
- 38 The Un-Comfort Zone
- 46 Adelman On Venues
- 50 2018 IFEA World Festival & Event City Award Recipients
- 53 Leadership Legacy
- 62 Festivals Without Borders
- 74 Leadership at all Levels
- 76 2018 IFEA Grand Pinnacle Winners
- 80 English 101
- 82 2018 IFEA Volunteer of the Year
Semi-Finalists
- 84 May I Help You?
- 86 Everyone's Invited
- 88 Turnstiles Marketing for Event Managers
- 92 Marketplace

Winter 2018, Volume 29, Issue 4 "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.



14

Who's Minding the (Digital) Store?

by John Haak

32

Ground Rules for Venue Protection

by Will Parsons

40

Effective Leadership Practicing the KISS Principle

by Bea MacGregor

54

Disruptive Sponsorship: Like Disruptive Marketing, Only Better

by Kim Skildum-Reid

64

Event Marketing on Social Media

by Ashley Satterfield

70

The Two Sides of an Internship

by Zach Fisher