

On the Cover: One of the greatest tools that will allow us to save lives and 'Bring Back Events' is for everyone to get vaccinated as soon as they are allowed and able, aiming for a 'herd immunity.' If your attendees understand that the result will allow us all to gather again, sooner than later, to celebrate our events, our communities and who we are at our best, we will all benefit from the result. #BringBackEvents #GetVaccinated

#### **DEPARTMENTS**

- 10 IFEA President's Letter
- 14 IFEA World Board
- 16 IFEA Foundation Board
- 18 The PR Shop
- 28 Festivals Without Borders
- 32 Prune & Bloom
- 46 Leadership at all Levels
- 50 Small Event, Big Sponsorships
- 52 May I Help You?
- 58 The Un-Comfort Zone
- 60 Adelman on Venues
- 62 The Sponsor Doc
- 66 Everyone's Invited
- 70 Marketplace

Summer 2021, Volume 32, Issue 2 "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 granted activities of tempor grantic in given to ISEA.





# **Effective Networking in a Virtual World**

By Jill J. Johnson, MBA



### **What About Hub and Spoke?**

By S. David Ramirez

24

# The Importance of In-Kind Sponsorship

By Nan Krushinski



# Brand Audits: The Harsh Look in the Mirror Your Business Desperately Needs

By Christopher Tompkins



## **Gratitude for Challenging People**

By Dr. Maria Church, CSP, CPC



# **Last Generation Sponsorship Redux**

By Kim Skildum-Reid



## Matching Your Sales Approach to Your Prospect's Readiness to Buy

By Jill J. Johnson, MBA



## Teaming Up for Takeoff Six Strategies That Are Out of This World

By Dr. Rhea Seddon