



**On the Cover:** The National Cherry Blossom Festival is one of the world's greatest celebrations of spring. Like springtime and the cherry trees themselves, the Festival symbolizes hope, renewal, and new beginnings. In 2022, the Festival was able to return to traditional in-person events while also incorporating the creativity that sprang from navigating the challenges posed by the pandemic. As a result, the Festival offered even more ways to celebrate the 1912 gift of trees across Washington DC and surrounding areas for four weeks, March 20 - April 17

## DEPARTMENTS

- 10 IFEA President's Letter
- 12 IFEA World Board
- 14 IFEA Foundation Board
- 20 The Intentional Leader
- 26 The Sponsor Doc
- 29 Pinnacle Awards Call for Entries
- 76 The Digital Life
- 79 Festival & Event City Call for Entries
- 94 Hall of Fame Call for Nominations
- 98 Festivals Without Borders
- 100 Volunteer of the Year Call for Nominations
- 102 Small Event, Big Sponsorships
- 108 Leadership at All Levels
- 112 The Un-Comfort Zone
- 114 Everyone's Invited
- 120 May I Help You
- 126 Marketplace

Summer 2022, Volume 33, 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 proper credit is given to IFEA.

# ie FEATURES

- 16 Volunteerism in 2022**  
By Will Young
- 24 Long-Distance Leadership: Managing a Remote or Hybrid Workforce the Right Way**  
By Kate Zabriskie
- 70 Sponsorship During a Global Pandemic**  
By Curt Mosel
- 90 Consumer Insight is Crucial to Closing a Complex Sale**  
By Jill J. Johnson, MBA
- 96 Empower Your Brand with Enchantment**  
By Jane Cavalier Lucas
- 106 Old Thinking Won't Lead to New Ideas**  
By Susan Robertson
- 110 Put A Spotlight on Your Digital Footprint**  
By Lisa Apolinski, CMC
- 116 Six Ways to Get Real With Your Employer Brand**  
By Jeremy Eskenazi
- 122 Event Marketing with a Social Commerce Mindset**  
By S. David Ramirez
- 124 Rediscovering Spring With the 2022 National Cherry Blossom Festival**  
By Diana Mayhew, CFEE