

# 2013 IFEA Webinar Series



IFEA is pleased to present our 2013 Webinar Series! Offering online educational sessions hosted by industry leaders and special guests, the IFEA Webinar series covers a wide variety of topics important to your organization's success.

Webinars are easy to attend . . . just view and listen to the presentation online from the comfort of your own computer - without even leaving your desk! No Travel Expense Required. Can't make the live presentation of the Webinar? All Live webinars are recorded and are available for 7 days following the live presentation to watch at your leisure. What better way to receive great educational information by great presenters while saving both time and travel expenses!

## Registering for a Webinar:

Live Webinars are available for purchase via any of the following methods:

- Online at the IFEA Bookstore & Resource Center
- Faxing or mailing in the Webinar Registration Form
  - (See separate brochure/registration form for Webinars on Demand)
- Calling the IFEA at +1-208-433-0950 ext: 3

## Webinar Start Time in Your Time Zone:

7:00 a.m. Hawaii  
9:00 a.m. Alaska  
10:00 a.m. Pacific  
11:00 a.m. Mountain  
12:00 p.m. Central  
1:00 p.m. Eastern  
6:00 p.m. GMT

## Webinar Length:

60 Minutes

## Individual Webinar Cost:

- \$59 - IFEA Members
- \$59 - Association Alliance Members

- \$79 - Festival & Event Ontario Members
- \$99 - Non-IFEA Members

*Registration cost is per computer site for as many people as you can sit around your computer. Gather additional staff, volunteers, or board members around your computer so they too can join you for this learning experience at no additional charge!*

## Buy More, Save More Webinars in Bulk Pricing:

The more Webinars purchased, the more available for free. May combine Live Webinar Presentations and Pre-Recorded Webinars on Demand to take advantage of this special offer. See separate Webinars On Demand Brochure for On Demand schedule. (Call, Mail or Fax orders only, not available for online purchasing)

- BUY 3 Webinars and Receive 1 FREE
- BUY 5 Webinars and Receive 2 FREE
- BUY 10 Webinars and Receive 5 FREE

## Questions?

Contact: Nia Hovde, Director of Marketing & Communications at: [nia@ifea.com](mailto:nia@ifea.com)

## 2013 IFEA WEBINAR SCHEDULE

### THURSDAY, JANUARY 17TH, 2013

Building a Business Plan for Future Success  
Penny Reeh, CFEE, President & CEO  
Fredericksburg, Chamber of Commerce, Fredericksburg, TX  
CFEE Elective Credit: Leadership/Management Skills

### THURSDAY, JANUARY 31, 2013

Practical Advice for Promoting Events Online  
Doug Rasch, Director of Online Marketing  
Edgeworks Group, Irvine, CA  
CFEE Elective Credit: Current Industry Issues & Trends

### THURSDAY, FEBRUARY 14, 2013

Rock Star Strategies for Sponsorship Success  
Stephanie Donoho, CFEE, Tourism Specialist  
Department of Research and Development, County of Hawaii, Hilo, HI  
CFEE Elective Credit: Economic Impact

### THURSDAY, FEBRUARY 28, 2013

Merchandise 101: Kick Starting a Merchandising Program Built for Results  
Stephen King, CFEE, Executive Director  
Des Moines Arts Festival, Des Moines, IA  
CFEE Elective Credit: Creativity & Innovation

### THURSDAY, MARCH 14, 2013

Beyond Your Local Bands - Taking the Next Step in Booking Entertainment  
Paul Jamieson, CFEE, Executive Director  
SunFest of West Palm Beach, FL  
CFEE Elective Credit: Leadership/Management Skills

### THURSDAY, APRIL 11, 2013

The Foundations of Leadership: "They" KNOW it When "They" SEE it!  
Gail Alofsin, Director of Corporate Partnerships  
Newport Harbor Corporation, Newport, RI  
CFEE Elective Credit: Leadership/Management Skills

### THURSDAY, APRIL 18, 2013

Enhancing Sponsorship ROI - Using New Technologies to Connect Your Audiences and Sponsors  
Bruce Erley, CFEE, APR, President & CEO  
Creative Strategies Group, Broomfield, CO  
CFEE Elective Credit: Current Industry Issues & Trends

### THURSDAY, APRIL 25, 2013

Having History Repeat Itself! (The Good Parts)  
Ted Barody, President  
Norfolk Festevents, Norfolk, VA  
CFEE Elective Credit: Current Industry Issues & Trends

### THURSDAY, MAY 16, 2013

Trends and Techniques In Food and Beverage Programs  
Domenick Fini, Vice President of Finance and Marketing  
Norfolk Festevents, Norfolk, VA  
CFEE Elective Credit: Current Industry Issues & Trends

### THURSDAY, MAY 30, 2013

60 Ideas in 60 Minutes  
Gail Bower, President  
Bower & Co. Consulting, Philadelphia, PA  
CFEE Elective Credit: Creativity & Innovation

### THURSDAY, OCTOBER 17, 2013

Signal Strength... Building Trusted Media Relationships  
Jeannie McFarland Johnson, Media & Marketing Director  
Creative Strategies Group, Broomfield, CO  
CFEE Elective Credit: Current Industry Issues & Trends

### THURSDAY, OCTOBER 24, 2013

Emergency Plans: What's Your Level of Preparedness?  
Terry Powers, Vice President, Operations  
500 Festival, Indianapolis, IN  
CFEE Elective Credit: Leadership/Management Skills

### THURSDAY, OCTOBER 31, 2013

Making Sure the Party is Safe - New Regulations for Special Events in the City of Ottawa  
Delores MacAdam, Manager of Licensing Programs and Special Events  
City of Ottawa Events Central Branch, Ottawa, ON, Canada  
Valerie Bietlot, City Solicitor, Ottawa, ON, Canada  
CFEE Elective Credit: Leadership/Management Skills

### THURSDAY, NOVEMBER 7, 2013

The Role of the Board - Inside and Outside of the Board Room  
Mitch Dorger, Principal  
Dorger Consulting, Pasadena, CA  
CFEE Elective Credit: Leadership/Management Skills

### THURSDAY, NOVEMBER 14, 2013

Branding For Your Festival and Event  
Ira Rosen, CFEE, President & CEO  
Entertainment On Location, Point Pleasant, NJ  
CFEE Elective Credit: Creativity & Innovation

## Thursday, January 17th, 2013

### Building a Business Plan for Future Success

Penny Reeh, CFEE  
President & CEO  
Fredericksburg, Chamber  
of Commerce  
Fredericksburg, TX



CFEE Elective Credit: Leadership/Management Skills

*Many events today (new and long-running) find themselves in a similar position... looking to the future with a need to create (or re-create) an event that serves changing audiences, changing communities and in the end, makes money. This important workshop will focus on the planning processes necessary to build a profitable event. Learn how to create a written business plan that will provide organizational clarity and higher efficiency. You'll take home dozens of ideas that will help your next event be better, happier and more profitable than ever before!*

Penny Reeh, CFEE is the President/CEO of the Fredericksburg Chamber of Commerce. Prior to her position with the Chamber, she was the founder and owner of Indigo Resource Group, a company that provided marketing, management and presentation products. Her company managed the Texas Festivals and Events Association and the Texas Association of Fairs and Events. She also served as the Director for Business Development for the International Festivals and Events Association and continues to perform a variety of consulting and contract projects for the organization.

## Thursday, January 31, 2013

### Practical Advice for Promoting Events Online

Doug Rasch, Director of  
Online Marketing  
Edgeworks Group  
Irvine, CA



CFEE Elective Credit:

Current Industry Issues & Trends

*Practical advice for promoting Events online drawn directly from recent relevant marketing campaigns, including a review of tools, approaches and tactics based on real world results. We'll also take a peak forward; it's a new year and that means New Social Media, Changes at Google, Ongoing Mobile Device Adoption, Evolving Online Behavior, and advancing technology. The rapid rate of change in the digital space can be disconcerting, but this webinar with drill down through the noise, to the key trends and new opportunities that will help you grow attendance in 2013.*

Doug Rasch, a decorated US Marine, found that the combination of his academic background in Math, and an early career in managing live theater, provided the odd mix of skills needed in web Marketing. Doug, with professional advertising certifications from Google and Bing, spent five years marketing events and live theater in Southern California, before moving to Edgeworks Group in 2008, where he is currently the Director of Online Marketing. Doug regularly speaks at webinars and conferences across the country, sharing his experiences with SEO, Online Advertising, Social Media Management, Mobile Marketing, Facebook App development, and Website Usability Tracking & Analysis.

## Thursday, February 14, 2013

### Rock Star Strategies for Sponsorship Success

Stephanie Donoho, CFEE  
Tourism Specialist  
Department of Research  
and Development  
County of Hawaii, Hilo, HI



CFEE Elective Credit: Economic Impact

*Rock Star event planners know that preparation, research and delivery are the keys to a successful sponsorship program. This webinar will provide a stellar overview of the strategies needed to transform your events into platforms that allow each of your sponsors to become the Rock Stars of their respective industries. Invite a few of your key sponsors, as well as your fundraising committee to join you on this webinar so that you can collectively take your event sponsorship program to the next level!*

Stephanie Donoho, CFEE, is the Tourism Specialist for the Island of Hawaii. She manages more than \$1.5 million in Hawaii Tourism Authority and Hawaii County general funds that are invested annually in tourism marketing and product development, including partnership with dozens of world-class festivals and events. Prior to her service in Hawaii, she was the Executive Director of the Clear Creek County Tourism Bureau in Idaho Springs, Colorado. She has also worked on the fundraising and development teams for Colorado Ballet, the Eleanor Roosevelt Institute for Biomedical Research (both in Denver, Colorado) and for Good Hope School (Frederiksted, St. Croix, US Virgin Islands). She got her start in the industry holding pizza and candy bar sales to support her high school marching band's efforts to perform at 1984 World's Fair in New Orleans, Louisiana, and has been an avid events geek ever since.

## Thursday, February 28, 2013

### Merchandise 101: Kick Starting a Merchandising Program Built for Results

Stephen King, CFEE  
Executive Director  
Des Moines Arts Festival  
Des Moines, IA



CFEE Elective Credit: Creativity & Innovation

*Are you new to merchandise? A seasoned professional? Let's start at the beginning and work our way through what makes a merchandise program successful. Where to start. How to target your customers. Determine your market. Research new merchandise ideas. How to sell, sell, sell.*

Stephen M. King, CFEE, is the executive director of the Des Moines Arts Festival® in Des Moines, Iowa. Projects throughout his career in events have garnered more than 160 industry awards from the likes of the International Festivals and Events Association and the International Downtown Association. He is currently serving on the board of directors of the International Festivals & Events Association Foundation Board and the National Association of Independent Artists, and a founding member of ZAPApplication™.

## Thursday, March 14, 2013

### Beyond Your Local Bands – Taking the Next Step in Booking Entertainment

Paul Jamieson, CFEE  
Executive Director  
SunFest of  
West Palm Beach, FL



CFEE Elective Credit: Leadership/Management Skills

*Taking your events entertainment from local bands to national caliber acts can be a complex and often confusing process. Learning the business of booking national acts is the first step in doing this well...and determining what is right for you. All the key aspects will be covered, so those new to the "music business" and those with some experience should both benefit.*

Paul Jamieson, CFEE is the Executive Director of SunFest, one of the Southeast's largest music festivals. Beginning in 1983 with mainly local entertainment, SunFest has grown to now have a budget of \$1.7m for national talent in 2013. For a look at the festival and to view what types of acts have played in the past, visit [www.sunfest.com](http://www.sunfest.com).

## Thursday, April 11, 2013

### The Foundations of Leadership: "They" KNOW it When "They" SEE it!

Gail Alofsin, Director of Corporate Partnerships Newport Harbor Corporation, Newport, RI

CFEE Elective Credit: Leadership/Management Skills



Wherever you are on the "leadership ladder," this webinar will assist you in cultivating the characteristics, skills and vision you need to lead people. Focused on the importance of internal and external leadership perception and the foundations that lead to effective execution, this webinar will also review "Best Practices" in both written and verbal communication. You, as a leader, set the foundation and your team and colleagues will "know" it as they "see" it.

Gail Lowney Alofsin is the Director of Corporate Partnerships for Newport Harbor Corporation, a leading hospitality company based in Newport, Rhode Island. From 1988 - 2004, Alofsin served as the Director of Sales, Marketing and Public Relations of the Newport Yachting Center, a division of Newport Harbor Corporation, developing the waterfront event site from one national event to five national events while increasing corporate partnership sales 5700%! Alofsin is a 1984 graduate of Tufts University in Medford, Massachusetts where she focused on International Relations at the Fletcher School of Foreign Diplomacy. In addition to her full time sales and marketing position at Newport Harbor Corporation, Alofsin serves as an adjunct professor at the University of Rhode Island - teaching classes focused on communication, marketing and public relations.

## Thursday, April 18, 2013

### Enhancing Sponsorship ROI - Using New Technologies to Connect Your Audiences and Sponsors

Bruce Erley, CFEE, APR President & CEO

Creative Strategies Group, Broomfield, CO

CFEE Elective Credit: Current Industry Issues & Trends



There is a growing trend in sponsors' desire for more digital access to an event's audience through social media outlets that go well beyond the passive logo and link from the event website. Further, digital activations can provide track-able and measurable ROI sponsor need to justify sponsorship fees. How can

you develop and leverage your digital assets to work harder for you sponsors. What are some examples of creative digital solutions other events have employed?

Bruce Erley, CFEE is a 30-year veteran of the event marketing and sponsorship field and is regarded as a leading sponsorship expert for the festivals industry. He founded Creative Strategies Group (CSG) in 1995. Prior to that time, Bruce was the Vice President for Marketing and Sales for the International, educational and cultural organization, Up with People, where he directed sponsor sales, entertainment marketing and merchandising operations. At Creative Strategies Group, Bruce conducts all general consultation, including the development of property audits, sponsorship plans, corporate sponsorship programs and training, as well as directs CSG's ongoing operations. Erley is widely acclaimed as a top presenter on sponsorship topics for the festivals and events industry.

## Thursday, April 25, 2013

### Having History Repeat Itself! (The Good Parts)

Ted Baroody, President Norfolk Festevents, Norfolk, VA

CFEE Elective Credit: Current Industry Issues & Trends



The past year of special events has been more than interesting with a series of amazing memories, some crazy moments and sadly some tragedy. We can learn a lot from history - how do you handle a sporting event that must go on, but the spectators are not allow to attend due to safety? What are the best practices for cancelling an outdoor concert? Did you know a funny accident can become a great social media public relations campaign? This webinar will review ten events - What can we learn from their success and failures? Let's try to make the good pieces of history repeat themselves!

Ted Baroody is a graduate of North Carolina State University, Raleigh, North Carolina, USA. After college he moved to Norfolk, Virginia to start his own small sports marketing company, Victory Promotions. After a couple of years of power boat racing production under Victory Promotions, he served as Marketing Director for a group of local radio stations in Virginia Beach, Virginia for 5 years. From 1996 to 2011 he was the Director of Development of the not-for-profit event marketing company, Norfolk Festevents, Ltd. known as "Festevents," and is now the President of Festevents. Ted also works with many non-profit organizations as a volunteer, event coordinator and as a board member and is on the IFEA Foundation Board of Directors.

## Thursday, May 16, 2013

### Trends and Techniques In Food and Beverage Programs

Domenick Fini Vice President of Finance and Marketing Norfolk Festevents, Norfolk, VA

CFEE Elective Credit: Current Industry Issues & Trends



Are you looking for new ideas or do you just want to evaluate your food and beverage program? Food trucks, gluten free and vegan menus are all the rage but how much attention should you give these trends? Learn basics of vendor locations and their effect on the bottom line. Share ideas and discuss your current program with industry peers.

Domenick Fini is the Vice President, Sales and Marketing at Norfolk Festevents, Ltd. in Norfolk, Virginia. Domenick has been with the non-profit organization for 18 seasons and his responsibilities include food and beverage, retail, admission and ABC on-site sales as well as public relations, advertising, promotions, website, social media and anything else that needs attention. Norfolk Festevents produces hundreds of events at multiple venues annually for the City of Norfolk with the highlight being OpSail 2012 Virginia in June 2012.

## Thursday, May 30, 2013

### 60 Ideas in 60 Minutes

Gail Bower, President Bower & Co. Consulting Philadelphia, PA

CFEE Elective Credit: Creativity & Innovation



Has your mojo made off with your motivation? Feeling stale and stagnant? A little bored with your event? This webinar is for you. Event, marketing, and sponsorship strategist Gail Bower will help you get your groove back with 60 Ideas in 60 Minutes. From making money to marketing, programming to VIP perks, corporate sponsorship to customer service, environmentalism to envisioning your festival's future, we'll cover it all. Trick out your 2013 event or festival with new ideas and who knows where your life will go next! Just one idea can make all the difference.

### GAIL BOWER'S 2013 GREAT EVENT IDEAS CHALLENGE

Have you got a great event idea you're just dying to share? Enter the Great Event Ideas Challenge. Event, marketing, and sponsorship strategist Gail

Bower invites you to submit your ideas. She'll select the best ones, for a maximum of 60 ideas, and profile them, on May 30, 2013, in this IFEA webinar "60 Ideas in 60 Minutes." No purchase required to enter.

From the best entries, one grand prizewinner will be selected. The winner will receive one complimentary IFEA webinar of your choice (a \$99 value) and a complimentary one-hour coaching call with Gail (a \$500 value). Categories may include: children's activities, customer service, decor, environment-friendly, event/festival concept, food, fun things to do, graphics, logistics, marketing, merchandise, money-making ideas, operations, programming, PR, risk management, security, site design, social media, sponsorship, VIP, volunteer management, and the wildcard category (in case your idea doesn't fit any listed category).

For details or to complete the form go to: <http://tinyurl.com/GreatEventIdeasChallenge> and submit your idea and 100-word description. Include your name, organization or event name. Additionally, please email a great photo to illustrate the idea to [Gail@GailBower.com](mailto:Gail@GailBower.com). Deadline to enter: **May 1, 2013** - All winners will be profiled in the webinar. One grand prizewinner will be selected.

**Gail Bower** helps organizations dramatically raise their visibility, revenue, and impact. She's a professional consultant, writer, and speaker, with nearly 25 years' experience managing some of the country's most important events, festivals and sponsorships. Independent since 1987, today Bower & Co. improves the effectiveness and results of clients' marketing strategies, events/festivals, and corporate sponsorship programs. She's the author of a guidebook for sponsorship sellers, entitled *How to Jump-start Your Sponsorship Strategy in Tough Times*, and blogs about sponsorship at [SponsorshipStrategist.com](http://SponsorshipStrategist.com). Visit her web site at [GailBower.com](http://GailBower.com).

## Thursday, October 17, 2013

### Signal Strength... Building Trusted Media Relationships

Jeannie McFarland  
Johnson, Media &  
Marketing Director  
Creative Strategies  
Group, Broomfield, CO



CFEE Elective Credit: Current Industry Issues & Trends

*During this multi-media presentation you'll learn to collaborate with all media types (TV, radio, print & outdoor) to leverage your event's resources (and not just cash) into a powerful marketing impact. We'll uncover the subtle techniques of working with sales, promotions & editorial departments of media outlets to set your event message apart from other advertisers. See tangible examples and get the tools you need to bring these dynamic programs to life.*

**Jeannie McFarland Johnson**, Director of Media & Marketing at Creative Strategies Group, has worked in the event marketing field for more than a dozen years creating dynamic and effective relationships for her clients with all types of media outlets including television stations, radio clusters, newspapers, magazines, outdoor advertising companies and new media digital assets. Her vast experience and broad understanding of the unique needs of the media and event industries have given rise to her strategic hybrid approach to media planning and implementation. She specializes in media sponsorship negotiations, promotionally leveraged media buying and public relations.

## Thursday, October 24, 2013

### Emergency Plans: What's Your Level of Preparedness?

Terry Powers  
Vice President, Operations  
500 Festival  
Indianapolis, IN



CFEE Elective Credit:  
Leadership/Management Skills

*Every event, large and small should be prepared, should something not go as planned. In this webinar learn the basic elements of emergency planning and increasing your level of preparedness. This webinar will cover:*

- Developing a working group/planning team
- Working with your local Department of Public Safety
- Identifying Risks
- Developing a plan
- Hierarchy of control
- Plan Activation

**Terry Powers** is the Vice President of Operations at the 500 Festival in India-

napolis, IN and is now in his 10th year with the organization. As VP of Operations, Terry is responsible for the planning and production of the 500 Festival's 50+ events and programs which reach over 500,000 people annually, including a nationally televised Parade and the nation's largest half marathon with over 35,000 participants.

## Thursday, October 31, 2013

### Making Sure the Party is Safe – New Regulations for Special Events in the City of Ottawa

Delores MacAdam,  
Manager of Licensing  
Programs and Special  
Events

City of Ottawa Events Central Branch  
Ottawa, ON, Canada  
Valerie Bietlot, City Solicitor  
Ottawa, ON, Canada



CFEE Elective Credit: Leadership/Management Skills

*By the end of the 1st Quarter of 2013, the City of Ottawa, Ontario, Canada will have confirmed their new Special Events By-Law creating a common framework within which Events Managers, City Event Staff, City Services (such as Public Works and Emergency Services) as well as citizens, can function successfully. In so doing, the By-Law provides the mechanisms to stimulate economic prosperity, create financial responsibility and provide service excellence as indicated in the Term of Council Priorities. Additionally, the By-Law ensures safety for the event organizers, event participants, local community and the City by requiring event organizers to prepare emergency plans and response frameworks within the proposed permit application and issuance process. This new Special Events By-Law is a unique and positive approach to events management and can be applied to cities and events around the world.*

**Delores MacAdam** is the Manager of Licensing Programs and Special Events for the City of Ottawa Events Central Branch (Special Events and Corporate Volunteer Program). She is involved in all phases of design, planning, execution and evolution of over 250 local, national and international events per year. With 30 years of experience in community planning and development at the municipal and provincial level, she is responsible for engaging political leaders, local business & community groups, professional entertainment and sporting entities, as well as knitting together dozens of local and worldwide events for celebration. For the past year, she has worked with consultants from various North American cities to develop a software program for events which will be launched February

1st, 2012. She will also be bringing to the City of Ottawa Council a Special Events By-law that has been designed to address the needs of government (compliance) and event organizers in terms of process, transparency and fairness.

## Thursday, November 7, 2013

### The Role of the Board – Inside and Outside of the Board Room

Mitch Dorger, Principal  
Dorger Consulting  
Pasadena, CA

CFEE Elective Credit:

Leadership/Management Skills



*Board members are extremely dedicated people that give countless hours to their organizations. But in many cases board members, especially new board members, suffer because they were never given a solid introduction to their responsibilities on the board. This session will examine the responsibilities of board members both inside the board room and outside the board. Both of these are important*

*and many board members, even experienced ones, do not understand that their responsibilities to the organization extend beyond the board room door. This session will be valuable for senior organizational staff members as well as senior members of the board including board chairs and committee chairs.*

Mitch Dorger brings more than 40 years of work experience to his consulting practice including 20 years as a chief executive officer, most recently with the Pasadena Tournament of Roses. His experience as a CEO was consistently characterized by successful performance improvement programs and high employee morale and achievement. He believes the fundamental goal of leadership is to inspire teamwork and the spirit of continuous improvement. He has recent expertise in the world of non-profit organizations and is well versed in corporate governance, volunteer management, financial planning and management, government relations, and large event management. As a public speaker he has lectured on non-profit organizational management, strategic planning, change management and leadership. He has also served as a keynote speaker for four different festival and event association conventions.

## Thursday, November 14, 2013

### Branding For Your Festival and Event

Ira Rosen, CFEE  
President & CEO  
Entertainment On  
Location  
Point Pleasant, NJ

CFEE Elective Credit:  
Creativity & Innovation



*Building a brand and brand recognition is just as important for an event as it is for a consumer product. Learn some practical tips for developing a brand strategy and delivering it to your customers. Make your event the best on your block; buy early, buy often!*

Ira Rosen has over 30 years of experience in the special event production field. Since founding EOL in 1989, he has worked with festivals, events, advertising agencies, governments and other clients around the world. Prior to starting EOL, Ira was an executive with Radio City Music Hall Productions, Inc. for over seven years where he was responsible for all of the company's procurement and acted as a technical director for many major special events. Ira has spoken and written extensively on many industry topics including tourism and the festival industry, corporate sponsorship, and the operational management of special events.

## Webinars On Demand

Looking for a different webinar topic – don't forget to check out our Webinars OnDemand – previously recorded webinars that are now available for download. For a complete list of available Webinars On Demand, just go to the IFEA Bookstore & Resource Center.

## How Webinars Work

IFEA Webinars are Website-enabled seminars that function much like a teleconference. They use your computer's Website browser to display presentation materials and other applications important to the Webinar topic, with the audio portion of the presentation provided either through your computer speakers or over the phone.

Once your registration has been submitted, you will receive an email from the IFEA confirming that you have been registered for the Webinar. The day before the scheduled Webinar, you will receive an email with specific instructions on how to log in for the Webinar. You will receive this email again, the day of the Webinar.

Once this information has been received, joining a Webinar is as easy as 1, 2, 3!

- 1. Log In To The Webinar:** To start the Webinar, log in to the specific website address that you received for the Webinar and connect to the presentation. Webinars can be viewed on virtually any computer with a high-speed internet connection.
- 2. Listening To The Webinar:** After you've logged in and gained access to the Website, you have two options to listen to the audio portion. You can either dial the telephone number provided to hear the webinar via a conference call, or if you have computer speakers, you may listen via your computer speakers. (The phone number provided will not be an 800 number,

so all costs for the call will be incurred by the registrant.)

- 3. Sit Back and Learn:** Once you are logged in, all you need to do is sit back and learn! It's just like any other seminar, except you're sitting comfortably at your own desk! Throughout the webinar, you are able to ask questions to the presenter using the online Question/Answer messaging system that is part of the Webinar screen. The Webinar Organizer will view your question and present it to the speaker at the end of the presentation.

Along with the Webinar itself, all registered attendees will receive a copy of the presentation used for the webinar prior to the webinar start time in addition to the recorded copy of the webinar after the webinar presentation.

## System Requirements

### For PC-based participants:

- Internet Explorer® 7.0 or newer, Mozilla® Firefox® 3.0 or newer or Google™ Chrome™ 5.0 or newer (JavaScript™ and Java™ enabled)
- Windows® 7, Vista, XP or 2003 Server
- Cable modem, DSL, or better Internet connection
- Minimum of Pentium® class 1GHz CPU with 512 MB of RAM (recommended) (2 GB of RAM for Windows® Vista)

### For Mac®-based participants:

- Safari™ 3.0 or newer, Firefox® 3.0 or newer or Google™ Chrome™ 5.0 or newer (JavaScript™ and Java™ enabled)
- Mac OS® X 10.5 – Leopard® or newer
- Intel processor (512 MB of RAM or better recommended)
- Cable modem, DSL, or better Internet connection

# IFEFA Webinar Series

## Upcoming Live Webinar Presentation Registration Form

### REGISTRATION CONTACT INFORMATION

Webinar Participant: \_\_\_\_\_  
 Webinar Participant Email: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State/Province, Zip Code: \_\_\_\_\_ Phone: \_\_\_\_\_

### PURCHASE INFORMATION

	IFEFA Member Association Alliance	Festival & Event Ontario Members	Non-IFEFA Member	Total
<b>Individual Webinars:</b> _____ Quantity X	<input type="radio"/> \$59 (USD)	<input type="radio"/> \$79 (USD)	<input type="radio"/> \$99 (USD)	_____
<b>Purchasing Webinars in Bulk:</b>				
BUY 3 Webinars and Receive 1 FREE	<input type="radio"/> \$177 (USD)	<input type="radio"/> \$237 (USD)	<input type="radio"/> \$297 (USD)	_____
BUY 5 Webinars and Receive 2 FREE	<input type="radio"/> \$295 (USD)	<input type="radio"/> \$395 (USD)	<input type="radio"/> \$495 (USD)	_____
BUY 10 Webinars and Receive 5 FREE	<input type="radio"/> \$590 (USD)	<input type="radio"/> \$790 (USD)	<input type="radio"/> \$990 (USD)	_____
			<b>TOTAL</b>	_____

### PAYMENT INFORMATION

Select method of payment:  VISA  MasterCard  American Express  Discover  Check (make check payable to IFEFA in U.S. funds)

Print Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVN Code: \_\_\_\_\_ (MC/Visa-3 digit code back) (AMX-4 digit code front)

### 2013 UPCOMING LIVE WEBINARS: To register please make your selection by checking (✓) from the webinars below:

- |   |  |   |
|---|--|---|
| <input type="radio"/> <b>Thursday, January 17th, 2013</b><br><i>Building a Business Plan for Future Success</i><br>Penny Reeh, CFEE, Fredericksburg, Chamber of Commerce                            | <input type="radio"/> <b>Thursday, April 11, 2013</b><br><i>The Foundations of Leadership: "They" KNOW it When "They" SEE it!</i><br>Gail Alofsin, Newport Harbor Corporation                                  | <input type="radio"/> <b>Thursday, October 17, 2013</b><br><i>Signal Strength... Building Trusted Media Relationships</i><br>Jeannie McFarland Johnson, Creative Strategies Group   |
| <input type="radio"/> <b>Thursday, January 31, 2013</b><br><i>Practical Advice for Promoting Events Online</i><br>Doug Rasch, Edgeworks Group   | <input type="radio"/> <b>Thursday, April 18, 2013</b><br><i>Enhancing Sponsorship ROI - Using New Technologies to Connect Your Audiences and Sponsors</i><br>Bruce Erley, CFEE, APR, Creative Strategies Group | <input type="radio"/> <b>Thursday, October 24, 2013</b><br><i>Emergency Plans: What's Your Level of Preparedness?</i><br>Terry Powers, 500 Festival   |
| <input type="radio"/> <b>Thursday, February 14, 2013</b><br><i>Rock Star Strategies for Sponsorship Success</i><br>Stephanie Donoho, CFEE, Department of Research and Development, County of Hawaii | <input type="radio"/> <b>Thursday, April 25, 2013</b><br><i>Having History Repeat Itself! (The Good Parts)</i><br>Ted Baroody, Norfolk Festevents  | <input type="radio"/> <b>Thursday, October 31, 2013</b><br><i>Making Sure the Party is Safe - New Regulations for Special Events in the City of Ottawa</i><br>Delores MacAdam & Valerie Bietlot, City of Ottawa Events Central Branch |
| <input type="radio"/> <b>Thursday, February 28, 2013</b><br><i>Merchandise 101: Kick Starting a Merchandising Program Built for Results</i><br>Stephen King, CFEE, Des Moines Arts Festival         | <input type="radio"/> <b>Thursday, May 16, 2013</b><br><i>Trends and Techniques In Food and Beverage Programs</i><br>Domenick Fini, Norfolk Festevents   | <input type="radio"/> <b>Thursday, November 7, 2013</b><br><i>The Role of the Board - Inside and Outside of the Board Room</i><br>Mitch Dorgor, Dorgor Consulting   |
| <input type="radio"/> <b>Thursday, March 14, 2013</b><br><i>Beyond Your Local Bands - Taking the Next Step in Booking Entertainment</i><br>Paul Jamieson, CFEE, SunFest of West Palm Beach          | <input type="radio"/> <b>Thursday, May 30, 2013</b><br><i>60 Ideas in 60 Minutes</i><br>Gail Bower, Bower & Co. Consulting   | <input type="radio"/> <b>Thursday, November 14, 2013</b><br><i>Branding For Your Festival and Event</i><br>Ira Rosen, CFEE, Entertainment On Location   |

Registration cost is per computer site for as many people as you can sit around your computer.

Once your registration has been submitted, you will receive an email from the IFEFA confirming that you have been registered for the Webinar. The day before the scheduled Webinar, you will receive an email with specific instructions on how to log in for the Webinar. You will receive this email again, the day of the Webinar.

Webinars in Bulk offer is applicable to both Upcoming Live Webinar Presentations and Pre-Recorded Webinars On Demand.

Payment must be received in full at time of registration to participate in Webinars. No refunds on webinar registration unless notified 24 hours prior to start of webinar.

**Live webinars are recorded and are made available for 7 days following the live presentation.**

International Festivals & Events Association • 2603 W Eastover Terrace • Boise, ID 83706 - U.S.A.

Questions: Contact Nia Hovde, Director of Marketing & Communication at nia@ifea.com or Phone: +1-208-433-0950 ext: 3, Fax: +1-208-433-9812 • www.ifea.com