



International Festivals & Events Association

PRESS RELEASE

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IFEA WELCOMES SAFFIRE EVENTS AS NEWEST 'ASSOCIATION ENDORSED PARTNER'

The International Festivals & Events Association (IFEA World) is pleased to welcome Saffire Events as the organization's newest 'Association Endorsed Partner,' the IFEA's highest level of support. Saffire Events joins continuing partners Haas & Wilkerson Insurance, Festival Transaction Services and VISA among the top four association sponsors at that level.

Using their unique, customizable and industry-leading resources and capabilities, Saffire Events will be working closely with the IFEA and all of their global partners to revision, redesign, and rebuild the IFEA's website, including mobile access, backend data management, member functionality and features, and ecommerce capabilities, with the goal of providing a highly user-friendly, professionally-critical resource for all those in the global festivals and events industry in the years ahead.

"As we look to the many opportunities (and challenges) that lie ahead for our global industry and organization, the IFEA recognizes that we must build the strongest foundations possible to support the multitude of programs, tools, resources and networks that the professionals in our field will depend on and expect, today and well into the future.," said Steven Wood Schmader, CFEE, President & CEO of IFEA World. "We are confident that the Saffire Events team will be an important cornerstone in that foundation and will help to position us for continued successes moving forward."

An exciting undertaking, the IFEA and Saffire Events have already begun working on many new updates and additions that will be accessible to members and other professionals in various phases over the coming weeks and months.

[Saffire Events](#) (headquartered in Austin, Texas, USA) has worked with many recognizable global companies, including KEEN Footwear, Jeep, Panasonic, Intel, Nike, Chrysler and Frito Lay. Recognizing a real need for better online marketing for events, they committed themselves to answering that need. Underpinned by a passion for the industry, Saffire has successfully constructed a suite of critical components for organizations to be successful online, driving both event revenue and attendance. Today they work with over one hundred event organizations and have become known for the educational efforts they provide, including speaking at conventions, webinars, and their newest initiative, *The Amplifier Event Marketing Podcast*.

"Like the IFEA," noted Saffire Events President, Kendra Wright, "Saffire Events has dedicated our team to the success of all those in the festivals and events industry. For that reason and so many more, we are very excited about this new partnership and look forward to building many new relationships as a result."

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The International Festivals & Events Association (IFEA World) is "*The Premiere Association Supporting and Enabling Festival & Event Professionals Worldwide.*" In partnership with global affiliates under the umbrellas of IFEA Africa, IFEA Asia, IFEA Australia / New Zealand, IFEA Europe, IFEA Latin America, IFEA Middle East, and IFEA North America, the organization's common vision is for "A Globally United Industry that Touches Lives in a Positive Way through Celebration."

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