

2014 IFEA Webinar Series



IFEA is pleased to present our 2014 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

2014 IFEA WEBINAR SCHEDULE

THURSDAY, MARCH 13, 2014

Volunteer Programs and Management on a Citywide Scale
Christine Nardecchia, Volunteer Administrator
City of Dublin, Dublin, OH
CFEE Elective Credit: Leadership/Management Skills

THURSDAY, MARCH 20, 2014

Praise the Lord and Pass the Ammunition!
A Review of Hot Legal Topics Facing Festivals and Events
Jeff English, CFEE, Senior Vice President of Administration/General Counsel
Kentucky Derby Festival, Louisville, Kentucky
CFEE Elective Credit: Leadership/Management Skills

THURSDAY, MARCH 27, 2014

Online Event Marketing: New Tricks, Tools and Techniques to Make Your Event a Success
Doug Rasch, Director, Online Marketing
Edgeworks Group, Irvine, CA
CFEE Elective Credit: Current Industry Issues & Trends

THURSDAY, APRIL 10, 2014

#Whippersnappers: Marketing Your Community Event in Today's Multi-Generational World
Sean King, Director of Marketing & Communications
Youth Education in the Arts, Allentown, PA
CFEE Elective Credit: Current Industry Issues & Trends

THURSDAY, APRIL 17, 2014

Meeting Your Sponsors CSR Objectives through Sponsorship Platforms
Bruce Erley, APR, CFEE, President/CEO
Creative Strategies Group, Broomfield, CO
CFEE Elective Credit: Leadership/Management Skills

THURSDAY, APRIL 24, 2014

The Best 25 New Ideas for Online Marketing
Kendra Wright, President
Saffire Events, Austin, TX
CFEE Elective Credit: Current Industry Issues & Trends

THURSDAY, MAY 8, 2014

What Could Possibly Go Wrong With That?
Taking a Proactive Approach to Event Protection & Liability
JD Linn, Producer
Andrew Vandepopulier, Producer
Haas & Wilkerson Insurance, Kansas City, MO
CFEE Elective Credit: Leadership/Management Skills

THURSDAY, MAY 15, 2014

Sponsorship Activation - The Secret of YOUR Success!
Gail Alofsin, Director of Corporate Partnerships
Newport Harbor Corporation, Newport, RI
CFEE Elective Credit: Leadership/Management Skills

THURSDAY, MAY 22, 2014

Beyond Budget Basics: Advanced Financial Management Concepts
Mitch Dorger, Principal
Dorger Consulting, Pasadena, CA
CFEE Elective Credit: Leadership/Management Skills

THURSDAY, JUNE 5, 2014

The Powerful Returns of Developing (and Continuing) an Educational Program as Part of Your Event
Valerie Grudzien, Program Manager
500 Festival, Indianapolis, IN
CFEE Elective Credit: Current Industry Issues & Trends

THURSDAY, OCTOBER 16, 2014

Risky Business: Event Planning for Everyday Concerns and Realities
Terry Powers, Vice President, Operations
500 Festival, Indianapolis, IN
CFEE Elective Credit: Leadership/Management Skills

THURSDAY, OCTOBER 23, 2014

Green Events: Expectations & Realities
Stephen King, CFEE, Executive Director
Des Moines Arts Festival, Des Moines, IA
CFEE Elective Credit: Leadership/Management Skills

THURSDAY, OCTOBER 30, 2014

Project Management for Festivals & Events
Becky Genoways, CFEE, Industry Consultant
CFEE Elective Credit: Leadership/Management Skills

THURSDAY, NOVEMBER 6, 2014

Rock Star Strategies for Sponsorship Success - Part II, Best Practices for Sponsorship Activation and Engagement
Stephanie Donoho, CFEE
Tourism Specialist, Department of Research and Development
County of Hawaii, Hilo, HI
CFEE Elective Credit: Current Industry Issues & Trends

THURSDAY, NOVEMBER 13, 2014

Working with the Media - Get What You Want by Giving Them What They Want
Jeannie McFarland Johnson, Vice President of Communications
Creative Strategies Group, Broomfield, CO
CFEE Elective Credit: Current Industry Issues & Trends

Thursday, March 13, 2014

Volunteer Programs and Management on a Citywide Scale

Christine Nardecchia,
Volunteer Administrator
City of Dublin, Dublin, OH

CFEE Elective Credit:

Leadership/Management Skills



Volunteers put the 'community' in 'community events' and some events have legions of dedicated workers who bring valued skills to the table while holding costs to a minimum. This session will cover critical components of a successful volunteer program, including recruiting, training, management, communications, retention and rewards. We'll also address the value and challenges of creating a shared citywide volunteer program.

Christine Nardecchia has been dedicated to public service her entire career, having worked in communications, public relations and as a professional Volunteer Services Administrator since 1990. She has overseen programs in the non-profit sector, hospital administration, and in local government. Currently, she is the Volunteer Services Administrator for the City of Dublin, Ohio, where she has led the development of its model, award-winning City-wide volunteer program that has been recognized throughout the country as an innovative and effective way to engage citizens in local government.

Thursday, March 20, 2014

Praise the Lord and Pass the Ammunition! A Review of Hot Legal Topics Facing Festivals and Events

Jeff English, CFEE,
Senior Vice President of
Administration/General Counsel
Kentucky Derby Festival, Louisville,
Kentucky

CFEE Elective Credit: Leadership/Management Skills



From protesters to open carry firearms to trademarks and music contracts, the legal side of the Festival and Event industry can be a blur if you don't want to pay \$300/hour for an attorney. Kentucky Derby Festival General Counsel Jeff English will try and bring these complicated issues into focus by working through first-hand examples from his own event. There will be plenty of time for Q&A and those burning questions that are on your mind.

Jeff English is the Sr. Vice President of Administration/General Counsel of the Kentucky Derby Festival. After graduating from Washburn University School of Law (Topeka, KS) in 2004, Jeff worked in politics and practiced law before joining the KDF staff. He is charged with overseeing all of Festival's legal issues and serving as its risk management officer. He also manages the Merchandise Department and the 501(c)3 not-for-profit Kentucky Derby Festival Foundation.

Thursday, March 27, 2014

Online Event Marketing: New Tricks, Tools and Techniques to Make Your Event a Success

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

CFEE Elective Credit: Current Industry Issues & Trends



Discover the newest tricks, tools, and techniques for leveraging the digital space to make your event a success. This webinar will present data and lessons learned from dozens of recent social media, online advertising, and site optimization campaigns, showing you what's working, and what to ignore in the rapidly changing world of online Event Promotion.

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, April 10, 2014

#Whippersnappers: Marketing Your Community Event in Today's Multi-Generational World

Sean King, Director
of Marketing &
Communications

Youth Education in the Arts, Allentown, PA

CFEE Elective Credit: Current Industry Issues & Trends



#Whippersnappers is a fast-paced tour through today's complex world of media and the trends that are affecting millennials and boomers and everyone in between. Learn from three real-world cases of successful and failed strategies and the lessons learned from these experiences. Delve into the mix of traditional and social media, the importance of content, how to generate buzz and the importance of your partners in building an event that people not only want to attend, but want to share with their friends and families.

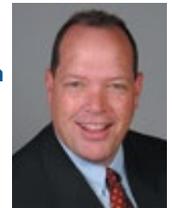
Sean King has been consulting with small businesses and non-profit organizations for over 20 years. Currently, Sean is the Director of Marketing & Communications for Youth Education in the Arts (YEA!) a national non-profit musical youth organization based in Allentown, Pa. which teaches life lessons through music. Sean also serves as the marketing Chairperson for the Hamilton District Main Street program in Allentown. He also blogs at artsmarketingblog.org and you can follow him on Twitter @skingaspire. Sean resides with his wife Natalie and son Haydn in the global crossroads of Fogelsville, PA.

Thursday, April 17, 2014

Meeting Your Sponsors CSR Objectives through Sponsorship Platforms

Bruce Erley, APR, CFEE,
President/CEO
Creative Strategies
Group, Broomfield, CO

CFEE Elective Credit: Leadership/Management Skills



There is no denying that many companies need to make the connection between sponsorship and their more philanthropically-driven Corporate Social Responsibility (CSR) objectives. They need help from you, the event producers as to how sponsorship can be a highly effective tactic in any CSR portfolio. This session will explore various types of "sponsor" relationships from Advocacy, to Cause-Related Marketing, to Promotional Partnerships, to Fundraising Partnerships

and how those can be leveraged through your festivals and events.

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 24, 2014

The Best 25 New Ideas for Online Marketing

Kendra Wright, President
Saffire Events, Austin, TX

CFEE Elective Credit: Current
Industry Issues & Trends



Become an online marketing super star! If you are looking for a session jam packed with practical, usable strategies, then this one is for you! You will learn 25 revolutionary ideas you can take home and implement at your event throughout the year, including contesting, social media in the off season, best mobile practices and more. We'll also cover recent changes to online platforms so you can ensure your efforts include the most up-to-date technology. Your "genius status" awaits!

Kendra Wright started her career managing non-profit fundraising events. Then in 1995, as the internet came to being, she began doing online marketing, managing global Internet strategies at a Fortune 1000 technology company. In 1998, Kendra left that company to found, Wright Strategies, working with clients like KEEN Footwear, Jeep, Panasonic, Intel, Nike and Chrysler. Finally in 2009, Kendra launched Saffire Events to deliver software that makes it easy for events and venues to market themselves online. It's been a wild ride.

Thursday, May 8, 2014

What Could Possibly Go Wrong With That? Taking a Proactive Approach to Event Protection & Liability

JD Linn, Producer
Andrew Vandepopulier, Producer
Haas & Wilkerson Insurance,
Kansas City, MO

CFEE Elective Credit: Leadership/Management Skills



An insurer's nightmare, this important session will give specific examples of incidents that are currently trending in the events industry and ways to minimize the chance of one taking place at your event. The session will also show what can be done before your event to protect it from a potentially serious incident.

JD Linn - Since obtaining his economics degree from the University of Kansas, J.D. Linn has specialized in protecting the financial assets of festivals from the liability exposures associated with their activities.

Andrew Vandepopulier - After graduating from the University of Central Missouri with a degree in Business and Education, Andrew Vandepopulier began working in the disaster and catastrophe claims field for Farmers Insurance. He spent 3 years working around the Midwest handling all types of claims from hail to wildfires. In 2010, Andrew joined Haas & Wilkerson's Fair and Festival division and has been serving the insurance and risk management needs of the event world ever since.

Thursday, May 15, 2014

Sponsorship Activation – The Secret of YOUR Success!

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

CFEE Elective Credit: Leadership/Management Skills



Sponsorship professionals understand that the "sale begins after the sale." Ensuring your sponsors success through Activation, Execution, Experiential Marketing – call it what you may – is the linchpin of their experience at your event or venue. This webinar will share successful activations that have embroidered sponsors into the fabric of events. The formula is "simple." Happy sponsors will return. Elated sponsors become your advocates – and that is the secret of YOUR Success.

Gail Lowney Alofsin is the Director of Corporate Partnerships for Newport Harbor Corporation, a leading hospital-ity 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 graduate of Tufts University in Medford, Massachusetts. In addition to her full time sales and marketing position at Newport Harbor Corporation, Alofsin has served as an adjunct professor at the University of Rhode Island – teaching classes focused on integrated communications for 15 years (30 consecutive semesters).

Thursday, May 22, 2014

Beyond Budget Basics: Advanced Financial Management Concepts

Mitch Dorger, Principal
Dorger Consulting, Pasadena, CA

CFEE Elective Credit: Leadership/Management Skills

Every organization hopefully produces an annual budget. But how accurate is it? Does it accurately forecast costs and revenues? Is it too optimistic or too conservative? How does it deal with uncertainty? Does the organization have the right internal control measures in place to protect the organization? Does the board actively participate in the financial affairs of the organization? This session will explore a variety areas related to organizational finances in order to help managers and board members alike ensure the organization has sustainable revenues, controlled costs, and a bright future.

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, June 5, 2014

The Powerful Returns of Developing (and Continuing) an Educational Program as Part of Your Event

Valerie Grudzien,
Program Manager
500 Festival, Indianapolis, IN

CFEE Elective Credit: Current Industry Issues & Trends



Since the Program's inception in 2004, the 500 Festival & Indianapolis 500 Education Program has had nearly 200,000 students participate in its in-class curriculum. Learn what it takes to create an educational program that schools continuously want to be involved in and what it can do for your organization.

Valerie Grudzien is the Program Manager at the 500 Festival and is responsible for managing the 500 Festival & Indianapolis 500® Education Program and the 10 educational field trips that Hoosier students attend annually. She is also responsible for the coordination of the Snakepit Ball, a black tie gala on the eve of the Indianapolis 500. In addition, Valerie provides support for the 500 Festival's Volunteer Program, which oversees more than 7,000 volunteers annually. She is a graduate of Butler University, where she obtained a Bachelor of Arts Degree in Public Relations and Spanish.

Thursday, October 16, 2014

Risky Business: Event Planning for Everyday Concerns and Realities

Terry Powers, Vice President, Operations
500 Festival, Indianapolis, IN

CFEE Elective Credit: Leadership/Management Skills

From severe weather to responding to a lost child; from emergency plans to golf cart safety; this webinar will help you think about everyday concerns and how to best prepare your event for the unknown. Planning for an emergency situation is vital to an event's success; but where do we start? Items to be discussed will include weather plans, the safety of your staging and temporary structures, communication processes, theft, waivers, background checks, volunteer training, crowd control, what a good, general safety plan should include and much more.

Terry Powers is the Vice President of Operations at the 500 Festival in Indianapolis, 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 23, 2014

Green Events: Expectations & Realities

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

CFEE Elective Credit:
Leadership/Management Skills



We live in a new world, where everyone must play an active and visible role in protecting our natural resources. That said, our events don't have unlimited resources to aim at every option. We must determine what programs we can pull off most effectively and within reason of our own realities. This important session and open idea forum will discuss the many options available to us - from basic to extreme - as you consider your own position in the larger equation.

Stephen 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 ZAPplication™.

Thursday, October 30, 2014

Project Management for Festivals & Events

Becky Genoways, CFEE,
Industry Consultant

CFEE Elective Credit:
Leadership/Management Skills



Festivals and event producers apply the fundamental skills of project management in the design, planning, management and execution of each event, every day. While festival and event producers do not need to be project management experts, it is important to incorporate fundamental project management skills and knowledge to manage people, resources and processes efficiently and effectively. Join us as we explore how project management fundamentals can improve your events.

Becky Genoways, CFEE is a leading event industry consultant and CFEE educator. Genoways has presented professional training seminars throughout North America, and in the New Zealand and the

Middle East. She was the former President and CEO of On the Waterfront, Inc., a multiple-event production company located in Illinois. Genoways, a 30-year veteran of the festivals and events industry, is a Certified Festival & Event Executive (CFEE) and currently serves as Chair of the World Board of Directors and a member of the President's Council of the International Festivals & Events Association.

Thursday, November 6, 2014

Rock Star Strategies for Sponsorship Success – Part II, Best Practices for Sponsorship Activation and Engagement

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

CFEE Elective Credit: Current Industry Issues & Trends



The greatest songs pay homage to the artists and legends who have come before, creating new works that resonate deeply. Come learn from the best practices of your IFEA peers to develop new ways to engage your sponsors in your event, and help them receive the customer activation they want to achieve.

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, November 13, 2014

Working with the Media – Get What You Want by Giving Them What They Want

Jeannie McFarland Johnson, Vice President of Communications
Creative Strategies Group, Broomfield, CO
CFEE Elective Credit: Current Industry Issues & Trends



The focus of the presentation will be a detailed exploration of alternative revenue

opportunities that media outlets share with events. Events are uniquely positioned to help media outlets generate “NTR” or non-traditional revenue, which is what they need, and in so doing, an event can successfully generate a significant advertising campaign with minimal to no cash investment. There are a variety of ways to accomplish these models and this presentation will teach event directors the secrets to success on this topic.

Jeannie McFarland Johnson, Vice President of Communications 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.

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

IFEAA 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

	IFEAA Member Association Alliance	Festival & Event Ontario Members	Non-IFEAA Member	Total
Individual Webinars: _____ Quantity X	<input type="radio"/> \$59 (USD)	<input type="radio"/> \$79 (USD)	<input type="radio"/> \$99 (USD)	_____
Purchasing Webinars in Bulk:				
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)	_____
			TOTAL	_____

PAYMENT INFORMATION

Select method of payment: VISA MasterCard American Express Discover Check (make check payable to IFEAA 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)

2014 UPCOMING LIVE WEBINARS: To register please make your selection by checking (✓) from the webinars below:

- | | | |
|--|---|--|
| <input type="radio"/> Thursday, March 13, 2014
<i>Volunteer Programs and Management on a Citywide Scale</i>
Christine Nardecchia, City of Dublin, Dublin, OH | <input type="radio"/> Thursday, April 24, 2014
<i>The Best 25 New Ideas for Online Marketing</i>
Kendra Wright, Saffire Events | <input type="radio"/> Thursday, October 16, 2014
<i>Risky Business: Event Planning for Everyday Concerns and Realities</i>
Terry Powers, 500 Festival |
| <input type="radio"/> Thursday, March 20, 2014
<i>Praise the Lord and Pass the Ammunition! A Review of Hot Legal Topics Facing Festivals and Events</i>
Jeff English, CFEE, Kentucky Derby Festival | <input type="radio"/> Thursday, May 8, 2014
<i>What Could Possibly Go Wrong With That? Taking a Proactive Approach to Event Protection & Liability</i>
JD Linn, Producer
Andrew Vandepopulier, Haas & Wilkerson Insurance | <input type="radio"/> Thursday, October 23, 2014
<i>Green Events: Expectations & Realities</i>
Stephen King, CFEE, Des Moines Arts Festival |
| <input type="radio"/> Thursday, March 27, 2014
<i>Online Event Marketing: New Tricks, Tools and Techniques to Make Your Event a Success</i>
Doug Rasch, Director, Edgeworks Group | <input type="radio"/> Thursday, May 15, 2014
<i>Sponsorship Activation – The Secret of YOUR Success!</i>
Gail Alofsin, Newport Harbor Corporation | <input type="radio"/> Thursday, October 30, 2014
<i>Project Management for Festivals & Events</i>
Becky Genoways, CFEE, Industry Consultant |
| <input type="radio"/> Thursday, April 10, 2014
<i>#Whippersnappers: Marketing Your Community Event in Today's Multi-Generational World</i>
Sean King, Youth Education in the Arts | <input type="radio"/> Thursday, May 22, 2014
<i>Beyond Budget Basics: Advanced Financial Management Concepts</i>
Mitch Dorger, Dorger Consultings | <input type="radio"/> Thursday, November 6, 2014
<i>Rock Star Strategies for Sponsorship Success – Part II, Best Practices for Sponsorship Activation and Engagement</i>
Stephanie Donoho, CFEE, County of Hawaii |
| <input type="radio"/> Thursday, April 17, 2014
<i>Meeting Your Sponsors CSR Objectives through Sponsorship Platforms</i>
Bruce Erley, APR, CFEE, Creative Strategies Group | <input type="radio"/> Thursday, June 5, 2014
<i>The Powerful Returns of Developing (and Continuing) an Educational Program as Part of Your Event</i>
Valerie Grudzien, 500 Festival | <input type="radio"/> Thursday, November 13, 2014
<i>Working with the Media – Get What You Want by Giving Them What They Want</i>
Jeannie McFarland Johnson, Creative Strategies Group |

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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