

2015 IFEA Webinar Series



IFEA is pleased to present our 2015 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 Store
- 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

2015 IFEA WEBINAR SCHEDULE

THURSDAY, JANUARY 29, 2015

The Ten Most Important Things You Can Know/Do to Increase Non-Sponsorship Revenue
Becky Genoways, CFEE, President, Genoways Events, Rockford, IL
CFEE Elective Credit: Current Industry Issues & Trends

THURSDAY, FEBRUARY 5, 2015

Online Resources to Improve Your Marketing and Your Life
Kendra Wright, Partner & President, Saffire Events, Austin, TX
CFEE Elective Credit: Current Industry Issues & Trends

THURSDAY, FEBRUARY 12, 2015

Critical Voice: Dealing with the Media During a Crisis
Mike Berry, CFEE, President & CEO, Kentucky Derby Festival
Gary Stinson, Digital Media Manager, Kentucky Derby Festival
Louisville, KY
CFEE Elective Credit: Leadership/Management

THURSDAY, FEBRUARY 19, 2015

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

THURSDAY, FEBRUARY 26, 2015

Building Blocks of Brands
Sean King, Director of Marketing & Communications, Youth Education in the Arts
Allentown, PA
CFEE Elective Credit: Current Industry Issues & Trends

THURSDAY, MARCH 12, 2015

Designing the Best Participant Experience
Dr. Vern Blaett, CFEE, Assistant Professor of Events Management
Nido R. Qubein School of Communication, High Point University, High Point, North Carolina
CFEE Elective Credit: Current Industry Issues & Trends

THURSDAY, MARCH 26, 2015

When, How and the Challenge of Expanding Your Event
Ted Baroody, President, Norfolk Festevents, Norfolk, VA
CFEE Elective Credit: Current Industry Issues & Trends

THURSDAY, APRIL 9, 2015

Strategies, Tactics and Cool Ideas for Activating Sponsorship
Bruce Erley, CFEE, APR, President, Creative Strategies Group, Denver, CO
CFEE Elective Credit: Economic Impact

THURSDAY, APRIL 23, 2015

Leadership at ALL Levels - YOU are YOUR Company!
Gail Alofsin, Director of Corporate Partnerships, Newport Harbor Corporation, Newport, RI
CFEE Elective Credit: Leadership/Management

THURSDAY, APRIL 30, 2015

Event Budgeting & Financial Management: A 365 day Process
Jeff Curtis, CEO, Portland Rose Festival Foundation, Portland, OR
CFEE Elective Credit: Leadership/Management

THURSDAY, OCTOBER 15, 2015

The Evolution of a Successful Long-Term Sponsorship
Kevin Grothe, Vice President of Sponsorships, Memphis in May International Festival
Memphis, TN
CFEE Elective Credit: Economic Impact

THURSDAY, OCTOBER 22, 2015

Membership Clubs and VIP Experiences
Becky Genoways, CFEE, President, Genoways Events, Rockford, IL
CFEE Elective Credit: Leadership/Management

THURSDAY, OCTOBER 29, 2015

Onsite Marketing Partnerships
Chuck O'Connor, CFEE, Director of Corporate Partnerships, National Cherry Festival
Traverse City, MI
CFEE Elective Credit: Economic Impact

FRIDAY, NOVEMBER 13, 2015

It's a Bird, It's a Plane... Wait, What the Heck is That?
Jeff English, CFEE, Vice President of Administration/General Council
Kentucky Derby Festival, Louisville, KY
CFEE Elective Credit: Current Industry Issues & Trends

THURSDAY, NOVEMBER 19, 2015

Beyond the Bounce Houses! Programming Children's activities at your Festival
Keli O'Neill Wenzel, President, Managing Partner
O'Neill Marketing & Event Management, Kansas City, MO
CFEE Elective Credit: Creativity/Innovation

Thursday, January 29, 2015

Time: 11:00 a.m. – 12:00 p.m. MST

The Ten Most Important Things You Can Know/Do to Increase Non-Sponsorship Revenue

Becky Genoways, CFE, President Genoways Events Rockford, IL



CFEE Elective Credit: Current Industry Issues & Trends

In an industry that is constantly looking for new revenue streams and how to maximize current streams, operational consultant and expert Becky Genoways will share with attendees a 'Top 10' checklist of critical areas to revisit at your event for increasing non-sponsorship revenues.

Becky Genoways is a leading industry consultant, educator and 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), past Chair of the IFEA World Board of Directors and a member of the IFEA President's Council. She has produced events of all sizes, from a local market with weekly attendance of 3,500 to a major music festival that attracted over 300,000 people. Genoways has presented professional training seminars throughout North America, in the Middle East and New Zealand.

Thursday, February 5, 2015

Time: 11:00 a.m. – 12:00 p.m. MST

Online Resources to Improve Your Marketing and Your Life

Kendra Wright, Partner & President, Saffire Events, Austin, TX



CFEE Elective Credit: Current Industry Issues & Trends

In this fast-paced session, we will take you on a whirlwind tour of the latest and greatest online, smart phone and tablet tools and apps to help increase your efficiency, get control of your email, improve your communication and just have a better life! We'll specifically discuss tools for marketing more effectively and wowing your web site visitors while saving your sanity. Get ready for an energetic pick-me-up, with lots of ideas you can implement easily and immediately!

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, February 12, 2015

Time: 11:00 a.m. – 12:00 p.m. MST

Critical Voice: Dealing with the Media During a Crisis

Mike Berry, CFE, President & CEO, Kentucky Derby Festival



Gary Stinson, Digital Media Manager, Kentucky Derby Festival Louisville, KY

CFEE Elective Credit: Leadership/Management

Recent crisis situations at multiple events throughout our industry have exposed a blind spot that we can ill-afford to have. When an unexpected, especially life-threatening or injury inflicting, incident occurs at your event, there should already be in-place a plan for how to respond and address the multiple media sources that will absolutely be waiting with microphone or keyboard in hand (social media included). That is not the time to start thinking about what to do. This very important session will talk about the pre-planning, preparations and real-time responses that need to be in place well before dealing with the media during a crisis.

Mike Berry, CFE is president & CEO of Kentucky Derby Festival, Inc. (KDF). Since February 1997, Berry has been responsible for the oversight of the Kentucky Derby Festival - one of the largest community festivals in the United States.

He manages a full-time staff of 22 employees and serves on a 75-member board of directors for the Kentucky Derby Festival. Berry is also board member of the Kentucky Derby Festival Foundation, a 501(c)3 not-for-profit charity that receives and manages charitable contributions on behalf of the Kentucky Derby Festival, Inc. Prior to his current position, Mike Berry has served the KDF as: vice President & managing director (1990-1997), director of marketing and corporate relations (1988-1990), and events coordinator (1986-1988). He also served as administrative assistant to Governor Martha Layne Collins (1983-1986). Mike Berry is also very active in the community. He is a member of the International Festivals and Events Association Board of Directors, the Greater Louisville Sports Commission Board of Directors, the Louisville Theatrical

Association (Broadway Series) Board of Directors, and the Music Theatre Louisville Board of Directors, among others.

Gary Stinson joined the Kentucky Derby Festival as the Digital Media Manager in early 2013. In a newly developed digital role, Gary focuses on the daily communications on all social media platforms including the Festival's Facebook, Twitter and Instagram. Gary also manages other digital platforms for the Festival including the official website and smart phone app, as well as working with the media during the Festival peak season. Gary graduated from Campbellsville University in Campbellsville, KY in 2008 with a Bachelors of Arts degree in Public Relations and Journalism.

Thursday, February 19, 2015

Time: 11:00 a.m. – 12:00 p.m. MST

Building a Business Plan for Future Success

Penny McBride, CFE, President/CEO Fredericksburg Chamber of Commerce Fredericksburg, TX



CFEE Elective Credit: Leadership/Management

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 C. McBride, CFE is the President & CEO of the Fredericksburg Chamber of Commerce. For 14 years prior to starting with the Chamber she owned Indigo Resource Group, an outsource firm that specialized in providing marketing, consulting and management services to tourism-related businesses and organizations. She continues to work as a consultant, speaker, trainer and writer. Her speaking clients have included the International Tour & Travel Research Association, Argentina Economic Development Federation, Dubai Events and Promotions Establishment, Hawaii Tourism Authority, Illinois Special Events Network, and Festivals & Events Ontario.

Since 2008, she has worked on a contract basis as the Director of Business Development for the International Festivals & Events Association (IFEA). In this capacity she developed IFEA's Economic Impact Assessment and Sponsor Forum products,

along with a variety of other services. Penny also teaches two of the six required core courses for IFEA's Certified Festival & Event Executive (CFEE) program. She earned her CFEE designation in 2009, becoming part of an elite group of industry event professionals to hold this global designation.

Thursday, February 26, 2015

Time: 11:00 a.m. – 12:00 p.m. MST

Building Blocks of Brands

Sean King, Director of Marketing & Communications
Youth Education in the Arts, Allentown, PA

CFEE Elective Credit: Current Industry Issues & Trends



Your brand is not what you say it is, it's what other say about it. What are attendees, volunteers and others saying about your event? Take part in an interactive 60 minute discussion on the elements of your brand, how to build your brand and helpful hints on how to make your brand work for you, your sponsors and all of the stakeholders in your event.

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, March 12, 2015

Time: 11:00 a.m. – 12:00 p.m. MST

Designing the Best Participant Experience

Dr. Vern Biaett, CFEE,
Assistant Professor of Events Management
Nido R. Qubein School of Communication, High Point University, High Point, NC

CFEE Elective Credit: Current Industry Issues & Trends



Many of you as an event managers have become industry experts at Production Design and know quite a bit about coordinating of the operational WOW! logistical factors needed to make an event special. The same might be said about Marketing, Sponsorship, Volunteer management, and Financial matters. What, however, do you actually

know about Experience Design? This session provides a starting place for event managers to understand what is experience design, what constitutes best experiences, and some ideas on how to go about creating experiences that can lead to increased social capital among attendees and enhance community development. Today we live in an experience economy where people have come to expect quality products and services while they search out extraordinary life experiences. It is critical that festivals and events are part of the Experience Design conversation.

Following a career in leisure services that included producing festivals and events for the cities of Phoenix and Glendale, Arizona for twenty years, in 2006 Vern became a Faculty Associate at Arizona State University where he primarily taught event management courses in a certificate program he co-created. In 2013 he completed his PhD and in 2014 accepted his current position as the Assistant Professor of Events Management in the Nido R. Qubein School of Communication at High Point University in North Carolina. Dr. Biaett is a lifetime Certified Festival & Event Executive, was a founding member of the Arizona Festivals & Events Association, and is a past board member of the IFEA Foundation.

Thursday, March 26, 2015

Time: 11:00 a.m. – 12:00 p.m. MST

When, How and the Challenge of Expanding Your Event

Ted Baroody, President,
Norfolk Festevents,
Norfolk, VA

CFEE Elective Credit: Current Industry Issues & Trends



With today's challenges for maximizing revenues and finding new resources to turn to, many events are considering expanding their events...adding new, potential revenue-driving events to their current line-up (concerts; participant sporting events; etc.); taking on the management of outside existing events; or creating a totally new event in the 'off' season. While potentially driving new revenue streams, these decisions also stretch staff resources and take away the 'normal' year-round focus from the primary and original events (creatively; operationally and fund-raising efforts). When do these decisions make sense and at what investment/return ratio? Join our panel as they debate this growing issue. 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, April 9, 2015

Time: 11:00 a.m. – 12:00 p.m. MST

Strategies, Tactics and Cool Ideas for Activating Sponsorship

Bruce Erley, CFEE,
APR, President, Creative Strategies Group
Denver, CO

CFEE Elective Credit: Economic Impact



If you aren't helping your sponsors come up with the right promotional plans to reach and engage your attendees, you are going to be left in the dust! The first step is for both the organizer and the sponsor to recognize that sponsorship is just an event marketing platform upon which you must create effective activations to achieve their marketing, communications and sales objectives. This session will review the reasons behind creating experiences that build your sponsors' brands while enhancing your event. Learn the five key criteria for successful activations and see some of the cool ideas others are using.

Bruce Erley, CFEE, APR 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 23, 2015
Time: 11:00 a.m. – 12:00 p.m. MST

Leadership at ALL Levels - YOU are YOUR Company!

Gail Alofsin, Director of Corporate Partnerships
Newport Harbor Corporation, Newport, RI
CFEE Elective Credit: Leadership/Management



Wherever you are on the “leadership ladder,” this webinar will assist you in cultivating the characteristics, skills and vision you need to lead and be led. 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 are YOUR company! Leadership is a mindset and it starts with you.

Gail Alofsin is the Director of Corporate Partnerships, Newport Harbor Corporation and has had the privilege of being involved in all aspects of event production for over two decades. Her current position is focused on prospecting, procuring and retaining corporate sponsors for the concerts and events produced at the Newport Yachting Center. A graduate of Tufts University, Gail’s passion for education led her to the University of Rhode Island where she has been welcomed as an adjunct professor in the Communication, Journalism and Public Relations departments since 1999 – 30 consecutive semesters! Gail has been speaking for over two decades at national and international conferences inclusive of IEG (International Events Group) and IFEA (International Festivals & Events Association). Her new book, Your Someday is NOW, focuses on work/life integration and personal branding, and was released in January of 2014.

Thursday, April 30, 2015
Time: 11:00 a.m. – 12:00 p.m. MST

Event Budgeting & Financial Management: A 365 day Process

Jeff Curtis, CEO
Portland Rose Festival Foundation
Portland, OR



CFEE Elective Credit: Leadership/Management

The Portland Rose Festival is an event with a 107 year tradition, always driven by strong financial principles and sound budgeting techniques. Over the years, the festival has adapted its fiscal year budgeting to allow for greater

flexibility and overall management accountability. This presentation will provide valuable inside knowledge on how festivals and events can build an effective budget. This session will walk you through a 365 day approach to budget management, giving webinar participants valuable insight into budget philosophy and specific tactics that fosters a flexible way to create and manage a fiscal year budget.

Jeff Curtis, Executive Director of the Portland Rose Festival Foundation has the responsibility of producing Portland’s annual world-class, award winning celebration along with a full time staff, and many dedicated volunteers. Jeff has been with the Festival since 1998, and his many accomplishments include the Foundation’s transition to a full-fledged 501(c)(3) organization, stewardship of the Rose Festival’s Centennial anniversary celebration in 2007, and overseeing the major relocation of Festival headquarters to its new historic home on the Waterfront of Portland in 2010. Jeff has a bachelor’s degree in Sports Science from the University of the Pacific in Stockton, California, and is an inaugural graduate of Leadership Portland, a program developed and produced by the Portland Business Alliance.

Thursday, October 15, 2015
Time: 11:00 a.m. – 12:00 p.m. MST

The Evolution of a Successful Long-Term Sponsorship

Kevin Grothe
Vice President of Sponsorships
Memphis in May International Festival, Memphis, TN



CFEE Elective Credit: Economic Impact

An in depth look at how a 24-year sponsor started out at a very modest level and became an event’s premier sponsor. Examination will include unique sponsor activation elements, planning, as well as benefits to both sponsor and event.

Kevin Grothe has more than 25 years of sales, marketing and fund raising experience in the event industry. He has been with Memphis in May International Festival for 8 years and is the Vice President of Sponsorships. Kevin has worked with several national accounts including Caesar’s Entertainment, Target and the Ford Motor Company. Through successfully negotiating and implementing a myriad of sponsorship strategies, revenue has increased from \$1 million to nearly 1.5 million. Previously, Kevin was the Associate Athletic Director for External Affairs for the University of Memphis. While with the University, he oversaw an \$8 million capital campaign. He has also

held positions with the Mid-American Conference, Miami University, the University of Iowa and Influence America.

Thursday, October 22, 2015
Time: 11:00 a.m. – 12:00 p.m. MST

Membership Clubs and VIP Experiences

Becky Genoways,
CFEE, President
Genoways Events
Rockford, Illinois



CFEE Elective Credit:
Leadership/Management

Festival upgraded experiences, membership clubs and VIP hospitality venues can enhance your patrons’ experience by providing amenities, benefits and activities that are not available to the general public and boost your budget without requiring a significant commitment of resources. From small intimate settings to large corporate tents, upgraded experiences are a non-traditional revenue source that will make your patrons happy and boost your budget.

Becky Genoways, CFEE is a leading industry consultant, educator and 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), past Chair of the IFEA World Board of Directors and a member of the IFEA President’s Council. She has produced events of all sizes, from a local market with weekly attendance of 3,500 to a major music festival that attracted over 300,000 people. Genoways has presented professional training seminars throughout North America, in the Middle East and New Zealand.

Thursday, October 29, 2015
Time: 11:00 a.m. – 12:00 p.m. MST

Onsite Marketing Partnerships
Chuck O’Connor, CFEE,
Director of Corporate Partnerships
National Cherry Festival
Traverse City, MI



CFEE Elective Credit: Economic Impact

Tapping into your attendee’s passion for your event through a live marketing experience can be one of the best activation tools you own. Learn best practices related to this lucrative experiential marketing asset that will deliver crucial ROI to the sponsor, while enhancing the experience of your guests.

Chuck O’Connor, CFEE is a corporate sponsorship seller, strategist and instructor. He spent ten years in television and radio

advertising sales management before joining the National Cherry Festival as Director of Marketing & Corporate Partnerships in 1993. Chuck's responsibilities include negotiating and implementing all sponsorships, as well as overseeing the Festival's marketing and public relations effort. Chuck also owns Event Marketing Group, LLC, a company which specializes in event sponsorship sales and consulting. A member of the President's Council of the IFEA, he has been a speaker and webinar presenter on sponsorship issues for IFEA, MFEA, IEG, the Hawaiian Tourism Authority, and the Illinois Special Events Network.

Friday, November 13, 2015

Time: 11:00 a.m. – 12:00 p.m. MST

It's a Bird, It's a Plane...Wait, What the Heck Is That?

Jeff English, CFEE,
Vice President of
Administration/General
Council

Kentucky Derby Festival, Louisville, KY

CFEE Elective Credit: Current Industry Issues & Trends



If your event is held in an outdoor venue, chances are somebody is going to try and fly a drone over it. Having gained in popularity at events ever since one was flown through a fireworks show at SunFest in 2014, drones are now considered a serious safety risk by the Federal Government and law enforcement officials. What risks and threats do drones pose to your event? What recourse does your event have against a drone operator? What can be done to prevent drones from flying through your venue? Jeff English, Sr. Vice President of Administration and General Counsel at Kentucky Derby Festival, will share his insight and research on this new and serious issue facing the festival and event industry.

Jeff English, CFEE 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, November 19, 2015

Time: 11:00 a.m. – 12:00 p.m. MST

Beyond the Bounce Houses! Programming Children's Activities at Your Festival

Keli O'Neill Wenzel,
President, Managing
Partner, O'Neill Marketing & Event
Management, Kansas City, MO

CFEE Elective Credit: Creativity/Innovation



The key to success is with the children. If you can effectively serve them, you will have the attention of the parents, the grandparents and other extended family and friends. And yet, we don't focus nearly enough of our time and resources on creating and imagining high-quality children's activities, entertainment and other options. Listen to ways to think beyond the bounce houses and execute a children's area

that kids AND parents will both enjoy.

President/Managing Partner of O'Neill Marketing & Event Management. Keli is the creator and orchestrator of many of Kansas City's most successful civic, corporate and entertainment events. She serves as the founding Executive Director of the highly successful Kansas City Irish Fest. She is co-founder and Producer of the Jiggle Jam Family Music Fest, as well as executive producer of Boulevardia Craft Beer and Music festival and Kansas City RiverFest (KC's largest Independence Day Celebration). Other recent projects include VIP coordination for Amway Global Presents the Tina Turner Tour, planning and management for the opening of the National WWI Museum at Kansas City's landmark Liberty Memorial, opening events for the Kauffman Center for the Performing Arts, director of Kansas City's City-Wide Events committee for the 2012 MLB All Star Game, marketing and communication liaison for the Big 12 Championships.

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 Store.

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 presen-

tation. 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.

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
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 IFEFA in U.S. funds)

Print Cardholder Name: _____

Signature: _____

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2015 UPCOMING LIVE WEBINARS: To register please make your selection by checking (✓) from the webinars below:

- Thursday, January 29, 2015**
The Ten Most Important Things You Can Know/Do to Increase Non-Sponsorship Revenue
Becky Genoways, CFEE, Genoways Events, Rockford, IL
- Thursday, February 5, 2015**
Online Resources to Improve Your Marketing and Your Life
Kendra Wright, Saffire Events, Austin, TX
- Thursday, February 12, 2015**
Critical Voice: Dealing with the Media During a Crisis
Mike Berry, CFEE, Kentucky Derby Festival, Louisville, KY
Gary Stinson, Kentucky Derby Festival, Louisville, KY
- Thursday, February 19, 2015**
Building a Business Plan for Future Success
Penny McBride, CFEE, President/CEO
Fredericksburg Chamber of Commerce, Fredericksburg, TX
- Thursday, February 26, 2015**
Building Blocks of Brands
Sean King, Youth Education in the Arts
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- Thursday, March 12, 2015**
Designing the Best Participant Experience
Dr. Vern Biaett, CFEE, High Point University, High Point, NC
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When, How and the Challenge of Expanding Your Event
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Strategies, Tactics and Cool Ideas for Activating Sponsorship
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Leadership at ALL Levels - YOU are YOUR Company!
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Event Budgeting & Financial Management: A 365 day Process
Jeff Curtis, Portland Rose Festival Foundation,
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Memphis, TN
- Thursday, October 22, 2015**
Membership Clubs and VIP Experiences
Becky Genoways, CFEE, Genoways Events
Rockford, IL
- Thursday, October 29, 2015**
Onsite Marketing Partnerships
Chuck O'Connor, CFEE, National Cherry Festival
Traverse City, MI
- Friday, November 13, 2015**
It's a Bird, It's a Plane... Wait, What the Heck Is That?
Jeff English, CFEE, Kentucky Derby Festival,
Louisville, KY
- Thursday, November 19, 2015**
Beyond the Bounce Houses! Programming Children's activities at your Festival
Keli O'Neill Wenzel, O'Neill Marketing & Event
Management, Kansas City, MO

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

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