

# 2016 IFEA Webinar Series



IFEA is pleased to present our 2016 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 purchase 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
- \$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 Webinars on Demand to take advantage of this special offer. See separate Webinars On Demand Brochure for On Demand lineup. (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
- CFEE Elective Credit: If working toward your CFEE Certification each individual webinar is eligible for one CFEE Elective Credit.

#### • Questions?

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

## 2016 IFEA WEBINAR SCHEDULE

### THURSDAY, APRIL 28, 2016

Event Marketing from A-Z  
Sean King, Principle, Aspire Consulting Group, Allentown, PA

### THURSDAY, MAY 5, 2016

Is Your Event Ready for Severe Weather? Take the Test and See  
Wayne Mahar, President, Precision Weather Service, Syracuse, NY

### THURSDAY, MAY 12, 2016

Secrets to Successful Sponsorship Retention  
Bruce Erley, CFEE, APR, President/CEO, Creative Strategies Group Denver, CO

### THURSDAY, MAY 19, 2016

Media Relations- Staying Cool When the Heat Is On  
Scott Fraser, Principal, Fraser Communications Group, N. Scituate, RI

### THURSDAY, MAY 26 2016

Moving Beyond Engagement to Sales: Finding a Way to Measure the Real Return of Social Media  
Mark O'Shea, Co-Founder  
Steve Richo, Co-Founder  
Noise New Media, Nashville, TN

### THURSDAY, JUNE 2, 2016

Thinking About Cashless? Take a Strategic Approach  
Jim Shanklin, Senior Consultant, Contratto, Inc., Seattle, WA

### THURSDAY, JUNE 9, 2016

Why Didn't You Tell Me That Was Excluded  
Andrew Vandepopulier, Producer  
Mike Rea, Recreation Sales Manager  
Carol Porter, Producer  
Haas & Wilkerson Insurance, Fairway, KS

### THURSDAY, OCTOBER 13, 2016

A Spit and A Handshake  
Jeff English, CFEE, Senior Vice President of Administration/  
General Counsel, Kentucky Derby Festival, Louisville, KY

### THURSDAY, OCTOBER 20, 2016

Catering is for Show, Concessions are for Dough: The Keys to a Successful Food and Beverage Program  
Mary Ann Dilling, Director of Business Development, Experimental Aircraft Association, Oshkosh, WI

### THURSDAY, OCTOBER 27, 2016

Maximizing Your Revenue Through Online Sales  
Kendra Wright, President, Saffire, Austin, TX

### THURSDAY, NOVEMBER 3, 2016

From Volunteers to Super-Volunteers  
Florence May, President & Managing Member, The Registration System, Fishers, IN

### THURSDAY, NOVEMBER 10, 2016

16 Sensational Event Ideas and Trends from 2016  
Ted Baroody, President, Norfolk Festevents, Norfolk, VA

### THURSDAY, NOVEMBER 17, 2016

Game On: How to Amp Your Event and Level Up Brand Engagement in a World of Pokemon GO  
John Kreicbergs, Co-Founder  
AppTapp, Kansas City, MO

### THURSDAY, DECEMBER 1, 2016

Identifying, Securing and Retaining Quality Sponsors  
Gail Alofsin, Director of Corporate Partnerships, Newport Harbor Corporation, Newport, RI

### THURSDAY, DECEMBER 8, 2016

Keeping Your Event Fresh - The Creative Process  
Ira Rosen, CFEE, Assistant Professor, Temple University School of Tourism and Hospitality Management, Point Pleasant, NJ

## Thursday, April 28, 2016

11:00 a.m. – 12:00 p.m. Mountain Time

### Event Marketing from A-Z

Sean King, Principle  
Aspire Consulting  
Group, Allentown, PA



Twenty-six letters in the alphabet. The Event Marketing from A-Z webinar explores 26 ideas and concepts, one for each letter, to make your 2016 Festival and Event marketing more effective. Updated for the 2016 event season, the A-Z session reviews the basics and introduces the latest trends in advertising, marketing, social media, sponsorships and more. Marketing changes in the blink of an eye. Spend this fast-paced, informative hour to gain insight on what will make your 2016 event marketing plan a success.

Sean King is a Principle at Aspire Consulting Group in Allentown, PA and has been consulting with small businesses and non-profit organizations for over 20 years. He also blogs regularly at [www.artsmarketingblog.org](http://www.artsmarketingblog.org). You can follow Sean on Twitter @skingaspire or contact him at: [sking.aspire@gmail.com](mailto:sking.aspire@gmail.com).

## Thursday, May 5, 2016

11:00 a.m. – 12:00 p.m. Mountain Time

Is Your Event Ready for Severe Weather? Take the Test and See  
Wayne Mahar, President  
Precision Weather  
Service, Syracuse, NY



This Webinar will feature a unique Table Top severe weather exercise geared to outdoor events. This exercise features developing severe weather on a typical outdoor fair, festival or concert timeline. The clock is ticking. Your decisions will be critical. The Webinar will be followed by a quick review of severe weather safety for outdoor events and a few minutes for Q & A at the end.

Wayne Mahar is the President of Precision Weather Service, a private weather consulting firm based in Syracuse, NY and the leaders in forecasting and safety for events in North America. Clients include The Academy Awards, MLB All Star Gala, Super Bowl concerts, San Francisco to LA AIDS Bike Ride, Oklahoma City Heart Walk, most Hollywood red carpet

events, Coachella, high profile weddings, major concerts, New York State Fair, Los Angeles St. Patrick's Day Festival, Toronto Nuit Blanche Festival, Boots and hearts Country Music Festival and many more...

## Thursday, May 12, 2016

11:00 a.m. – 12:00 p.m. Mountain Time

### Secrets to Successful Sponsorship Retention

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



Finding sponsors is one thing. Keeping them is another. What are some of the secrets to sponsorship retention as well as generating interest to upgrade a level. Bruce Erley will share some of the secrets they use at CSG to keep sponsors coming back from setting expectations, assuring successful engagement, integrating the sponsorship into their organization and creates incentives for future upgrades.

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, May 19, 2016

11:00 a.m. – 12:00 p.m. Mountain Time

### Media Relations - Staying Cool When the Heat Is On

Scott Fraser, Principal  
Fraser Communications  
Group, N. Scituate, RI



We've all said things we wish we could take back, but when it comes to speaking with the media you always have to be on your "A"

game. There is no room for slips of the tongue or stumbles. This session will give you some of the basic "Whos, Whats and Hows" of media relations. We will also discuss some Very Important Points that all who deal with the media should know. You will learn the proper techniques for preparing for and taking part in a media interview—what to wear, how to sit, etc. Remember it is not just what you say, how you say it is equally as important.

Scott Fraser is a veteran communications professional with more than 30 years of experience. As principal of Fraser Communications Group (FCG), he provides public relations, media relations, crisis communications, government affairs and voiceover talent for his clients who range from small non-profits, to international corporations. He has been hired to protect the reputations of companies in crisis, and gain positive public exposure for clients ranging from an emerging high tech company to established organizations in healthcare. Sought after as a public speaker, Fraser also is an adjunct professor at Salve Regina University in Newport, RI, teaching courses in Crisis Communications and Public Relations.

## Thursday, May 26 2016

11:00 a.m. – 12:00 p.m. Mountain Time

### Moving Beyond Engagement to Sales: Finding a Way to Measure the Real Return of Social Media

Mark O'Shea, Co-Founder  
Steve Richo, Co-Founder  
Noise New Media, Nashville, TN



We all know that we're supposed to be maximizing our event presence on social media...every article and educational session will tell you that. So, we all do our best to aim precious resources - time and money - toward that goal; get more 'friends', more 'followers', more 'likes', more 'views'; but how do we know that any of that is translating into sales (for our sponsors and ourselves)? Join the co-Founders of Noise New Media as they address the question that most never ask..."How do we measure the real return of social media?"

Noise New Media has successfully combined innovative social media strategy with digital applications development and campaigns. Their low-fi, guerilla approach to music and entertainment marketing has helped clients raise their profile while en-

gaging with their target audiences through the use of the new media technologies. With a fair industry and entertainment client base that represents 8.5 million annual ticket sales, Noise New Media has established itself as the premier social media marketing agency for venues, agricultural & state fairs, events and rodeos. Clients include the Houston Livestock Show and Rodeo™, San Antonio Stock Show & Rodeo, Tim McGraw and many others. Founded by Steve Richo and Mark O'Shea, Noise New Media is based on Music Row in Nashville, TN.

**Thursday, June 2, 2016**  
11:00 a.m. – 12:00 p.m. Mountain Time

**Thinking About Cashless? Take a Strategic Approach**  
Jim Shanklin, Senior Consultant  
Contratto, Inc., Seattle, WA



Now that all US consumers have “embedded-chip” credit and debit cards, and all retailers are required to use chip-reading/NFC (Near-Field Communications) Point of Sale devices, cashless transactions are inevitable for festivals and events. Your visitors will expect and demand non-cash transactions from all of your points of sale. Join Jim Shanklin, CFEE for ideas on how to strategically address the inevitable changes, minimize the “push-back” from board members and vendors and avoid other pitfalls of moving to a cashless event.

Jim Shanklin founded Festivals.com in 1995 and has been a 20-year IFEA member. Now with his new company, Contratto, Inc. he is working with IFEA members in cashless and sponsorship projects.

**Thursday, June 9, 2016**  
11:00 a.m. – 12:00 p.m. Mountain Time

**Why Didn't You Tell Me That Was Excluded**  
Andrew Vandepopulier, Producer  
Mike Rea, Recreation Sales Manager  
Carol Porter, Producer  
Haas & Wilkerson Insurance, Fairway, KS



The biggest misconception about event liability insurance is that there's little difference from one general liability policy to another. It's a dangerous assumption and could lead

to catastrophic consequences for you and your event. In this session we'll review some of the standard and specialty exclusions that could lead to an uninsured claim and show you how to find them before it's too late.

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. With Clients all over the country ranging from the largest fairs in the nation to the smallest festivals, we have a product for all types of events.

**Thursday, October 13, 2016**  
11:00 a.m. – 12:00 p.m. Mountain Time

**A Spit and A Handshake**  
Jeff English, CFEE, Senior Vice President of Administration/ General Counsel  
Kentucky Derby Festival, Louisville, KY



The list of complex legal issues facing the festival and event industry continues to grow each year! Let's spend an hour discussing your event's legal standing on issues such as protestors, waivers, personal copyrights, risk management, drones, and conceal & carry laws. We'll also answer the age-old question of whether contracts agreed to the old fashioned way – with a spit and a handshake – are legally enforceable! There will be plenty of time for Q&A to help save money on some of those legal bills.

Jeff English is the Senior Vice President of Administration and General Counsel for the Kentucky Derby Festival. For eight years he's managed KDF's legal work, along with serving as the Executive Director of the non-profit KDF Foundation and supervising the KDF Merchandise Department. He's a 2004 graduate of Washburn University School of Law in Topeka, KS and received his CFEE certification in 2013.

**Thursday, October 20, 2016**  
11:00 a.m. – 12:00 p.m. Mountain Time

**Catering is for Show, Concessions are for Dough: The Keys to a Successful Food and Beverage Program**



Mary Ann Dilling, Director of Business Development  
Experimental Aircraft Association, Oshkosh, WI

Come and take part in a fun filled educational Webinar on everything you ever wanted to know about the Food and Beverage industry. Menus, accountability, commission structure, and commemorative pieces are just a few of the topics that will be covered in this Webinar.

Mary Ann L. Dilling, CFEE is currently the Director of Business Development for the Experimental Aircraft Association (EAA) in Oshkosh, WI. As the Director of Business Development, Mary Ann's team encompasses three areas: Exhibits, Advertising and Sponsorship. The team currently recruits more than 800 exhibitors during its fly in AirVenture. Before November 2015, Mary Ann was the Director of Events and Hospitality at EAA for the past 3 festivals seasons where her department was for responsible the F&B program; the Sales Program for EAA's venues; the Housing Program that secures the over 2400 room nights for their annual event AirVenture; the Event Administration Program; and A/V Program. Previously she served as the Executive Director of Fond du Lac Festivals for the past eleven festivals seasons.

**Thursday, October 27, 2016**  
11:00 a.m. – 12:00 p.m. Mountain Time

**Maximizing Your Revenue Through Online Sales**  
Kendra Wright, President  
Saffire, Austin, TX



Are you getting the most bang out of your digital buck? There's more to e-commerce than just “selling stuff”! You can utilize your website to facilitate business with sponsors, vendors, renters, and more. When you do sell online, you can also learn how to maximize your revenue per sale! Join

us as we cover the ins and outs of increasing the value of your online presence based on our 15+ years' experience selling online.

**Kendra Wright** has spent the last 20 years in online marketing, working with clients like Nike, KEEN Footwear, Jeep, Chrysler, Intel, Panasonic and Frito Lay. Six years ago, she gave it all up to launch Saffire, integrated online marketing and ticketing for hundreds of events, venues and destinations.

**Thursday, November 3, 2016**  
11:00 a.m. – 12:00 p.m. Mountain Time

### From Volunteers to Super-Volunteers

Florence May, President & Managing Member  
The Registration System,  
Fishers, IN



*Turning your volunteers into a strong motivated team has never been easier. Identify your volunteer program's strengths, weaknesses and alarming pitfalls in five easy steps from: Volunteer Training, Job Descriptions and Risk Controls to Volunteer Management Technology and Evaluation. Volunteers can be your greatest event assets – the better you prepare, the better return you can receive on your volunteer investment.*

**Florence May** led the TRS online registration system development project in 2000 to support her event planning company, Simply Hospitality. She conceived the software based on 15 years of sport and event management working with clients including National League of Cities, American Association of Museums, NCAA Final Four Host Committees, and the Indianapolis Motor Speedway's USGP. Flory is a national speaker and author on topics including professional event management, volunteer best practices and top technical trends.

**Thursday, November 10, 2016**  
11:00 a.m. – 12:00 p.m. Mountain Time

### 16 Sensational Event Ideas and Trends from 2016

Ted Baroody, President  
Norfolk Festevents,  
Norfolk, VA



*Join us for this idea inspiring Webinar where the 16 best ideas and trends that took place at festivals & events in 2016 will be presented. Covering different areas of the event industry from sales, operations and*

*programming this Webinar will not only be a great recap of 2016 – but hopefully ignite some ideas for your events for 2017. Good ideas can be and should be a win-win-win partnership - Good for the guest, your partners and for you!*

**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, November 17, 2016**  
11:00 a.m. – 12:00 p.m. Mountain Time

### Game On: How to Amp Your Event and Level Up Brand Engagement in a World of Pokemon GO

John Kreicbergs, Co-Founder  
AppTapp, Kansas City, MO



*Without a doubt, festivals and events have become a boon for brands. Last year, Nielsen research reported that 76 percent of festival-goers feel more favorable towards brands that sponsor a tour or concert. Yet activation and fostering meaningful advertiser/attendee engagement remains a challenge. Research has shown that integration into the very fabric of the event itself is key, but what does that mean in the face of an ever-changing digital landscape where tools and tactics come and go like a Pikachu in the night? Join John Kreicbergs, one of the co-founders of the event-based technology platform AppTapp, as he highlights the hows and whats/dos and don'ts of geo-based brand engagement for festivals and events. Learn about the current landscape of location-aware experiences both in and out of the festival industry, how principles of game design and player engagement can be applied to attendee activation, and how sponsors and events can mutually benefit.*

**John Kreicbergs** is a sixteen-year veteran of the Kansas City advertising, marketing and technology scene. Getting his start at Bernstein-Rein in 1999, John has also served stints at Barkley, VML, DEG and Meers working with such brands as Burger King, Visit KC, Hostess Cakes, Blue Cross Blue Shield, McDonalds, and many more. His passion for digital innovation brought him to Propaganda3 in 2013 where he still serves as the general manager for the firm's app development efforts. As a result of his work, Kid Rocket Studios — a kids-focused entertainment development startup — was launched in 2014 following the success of Propaganda3's interactive comic app Kung Fu Robot. This fall, Propaganda3 also launched a new event-based digital engagement venture called AppTapp, where John leads the marketing and consumer insight efforts as one the company's four co-founders. John is also the founder of RKO Workshop, which specializes in museum exhibit design and educational interactive experiences, and a member of the digital marketing committee for Kansas City's award-winning Boulevardia festival.

**Thursday, December 1, 2016**  
11:00 a.m. – 12:00 p.m. Mountain Time

### Identifying, Securing and Retaining Quality Sponsors

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



*This important Webinar will focus on topics that are critical to sponsorship success: Expanding your prospect base and keeping the pipeline filled; Creating assets and benefits beyond the "norm"; Understanding/identifying motivating factors that attract potential sponsors; and Making that "electric" connection between sponsors and your event, focusing on the value of strategic activation.*

**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, December 8, 2016**  
**11:00 a.m. – 12:00 p.m. Mountain Time**

### **Keeping Your Event Fresh – The Creative Process**

Ira Rosen, CFEE,  
Assistant Professor  
Temple University School  
of Tourism and  
Hospitality Management  
Point Pleasant, NJ



*With everything going on in the world today, and the rapid pace of change, if your event isn't constantly growing, changing and keeping up with times, you may soon start to see it dwindle! During this important session, you will learn about the many tools and techniques that you need to be aware of to keep the excitement in... and attendees at... your festival.*

**Ira Rosen** is an Assistant Professor with Temple University's School of Tourism and Hospitality Management. He teaches several event management courses and directs the School's award-winning Event Leadership Executive Certificate Program. Additionally, he is President and Chief Executive Officer of Entertainment On Location, Inc. (EOL), a full-service event production and consulting company based in Point Pleasant, New Jersey.

### **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 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.

# 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	Non-IFEFA Member	Total
<b>Individual Webinars:</b> _____ Quantity X	<input type="radio"/> \$59 (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"/> \$297 (USD)	_____
BUY 5 Webinars and Receive 2 FREE	<input type="radio"/> \$295 (USD)	<input type="radio"/> \$495 (USD)	_____
BUY 10 Webinars and Receive 5 FREE	<input type="radio"/> \$590 (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)

### 2016 UPCOMING LIVE WEBINARS: To register please make your selection by checking (✓) from the webinars below:

- |  |  |  |
|--|--|--|
| <input type="radio"/> <b>Thursday, April 28, 2016</b><br><i>Event Marketing from A-Z</i><br>Sean King, Aspire Consulting Group, Allentown, PA  | <input type="radio"/> <b>Thursday, June 2, 2016</b><br><i>Thinking About Cashless? Take a Strategic Approach</i><br>Jim Shanklin, Contratto, Inc., Seattle, WA   | <input type="radio"/> <b>Thursday, November 3, 2016</b><br><i>From Volunteers to Super-Volunteers</i><br>Florence May, The Registration System, Fishers, IN  |
| <input type="radio"/> <b>Thursday, May 5, 2016</b><br><i>Is Your Event Ready for Severe Weather? Take the Test and See</i><br>Wayne Mahar, Precision Weather Service, Syracuse, NY   | <input type="radio"/> <b>Thursday, June 9, 2016</b><br><i>Why Didn't You Tell Me That Was Excluded</i><br>Andrew Vandepopulier, Mike Rea, Carol Porter Haas & Wilkerson Insurance, Fairway, KS   | <input type="radio"/> <b>Thursday, November 10, 2016</b><br><i>16 Sensational Event Ideas and Trends from 2016</i><br>Ted Baroody, Norfolk Festevents, Norfolk, VA   |
| <input type="radio"/> <b>Thursday, May 12, 2016</b><br><i>Secrets to Successful Sponsorship Retention</i><br>Bruce Erley, CFEE, APR, Creative Strategies Group Denver, CO  | <input type="radio"/> <b>Thursday, October 13, 2016</b><br><i>A Spit and A Handshake</i><br>Jeff English, CFEE, Kentucky Derby Festival Louisville, KY   | <input type="radio"/> <b>Thursday, November 17, 2016</b><br><i>Game On: How to Amp Your Event and Level Up Brand Engagement in a World of Pokemon GO</i><br>John Kreicbergs, AppTapp, Kansas City, MO                    |
| <input type="radio"/> <b>Thursday, May 19, 2016</b><br><i>Media Relations- Staying Cool When the Heat Is On</i><br>Scott Fraser, Fraser Communications Group, N. Scituate, RI  | <input type="radio"/> <b>Thursday, October 20, 2016</b><br><i>Catering is for Show, Concessions are for Dough: The Keys to a Successful Food and Beverage Program</i><br>Mary Ann Dilling, Experimental Aircraft Association Oshkosh, WI | <input type="radio"/> <b>Thursday, December 1, 2016</b><br><i>Identifying, Securing and Retaining Quality Sponsors</i><br>Gail Alofsin, Newport Harbor Corporation, Newport, RI  |
| <input type="radio"/> <b>Thursday, May 26 2016</b><br><i>Moving Beyond Engagement to Sales: Finding a Way to Measure the Real Return of Social Media</i><br>Mark O'Shea, Co-Founder<br>Steve Richo, Co-Founder<br>Noise New Media, Nashville, TN | <input type="radio"/> <b>Thursday, October 27, 2016</b><br><i>Maximizing Your Revenue Through Online Sales</i><br>Kendra Wright, Saffire, Austin, TX   | <input type="radio"/> <b>Thursday, December 8, 2016</b><br><i>Keeping Your Event Fresh – The Creative Process</i><br>Ira Rosen, CFEE, Temple University School of Tourism and Hospitality Management, Point Pleasant, NJ |

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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.

**If working towards your CFEE Certification, each individual webinar is eligible for one CFEE Elective Credit.**

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