

2017 IFEA Webinar Series



IFEA is pleased to present our 2017 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

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 Webinar Special Offers:

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. (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

2017 IFEA WEBINAR SCHEDULE

THURSDAY, JANUARY 26, 2017

Patrons with Disabilities and Your Security Team
Laura Grunfeld, Owner & Founder, Everyone's Invited, LLC
Sheffield, MA

THURSDAY, FEBRUARY 9, 2017

Valuation: Stop Guessing & Gambling on Your Sponsorship Fees
Bruce Erley, CFEE, APR, President & CEO, Creative Strategies Group,
Denver, CO

THURSDAY, FEBRUARY 23, 2017

10 Tips to Creating a Responsible Alcohol Program That Gives Back
Karen, Shostak, CFEE, Director of Sales, Friends of the Festival
Owner, C.O.R.E. Training Services, Chattanooga, TN
Friends of the Festival & C.O.R.E. Training Services

THURSDAY, MARCH 9, 2017

Preventing and Responding to Sexual Assault Incidents at Your Event
Dr. Kari Sampsel, MD, FRCPC, DipForSci
University of Ottawa, Department of Emergency Medicine
Medical Director - Sexual Assault and Partner Abuse Care Program,
Ottawa, Ontario, Canada

THURSDAY, MARCH 23, 2017

Free Media: Big PR Ideas for Smaller Festivals
Mark Demko, Sr. Director of Communications, ArtsQuest
Bethlehem, PA

THURSDAY, APRIL 6, 2017

Millennials: Harnessing their Power as Workers, Volunteers & Attendees
Penny McBride, CFEE, President/CEO
Fredericksburg Chamber of Commerce, Fredericksburg, TX

THURSDAY, APRIL 20, 2017

Event Marketing Lessons Learned from the 2016 Election
Sean King, Principle, Aspire Consulting Group, Allentown, PA

THURSDAY, MAY 4, 2017

An Ethical Dilemma - The Estimation of Attendance
Dr. Vern Biaett, CFEE, Assistant Professor of Event Management
Nido R. Qubein School of Communication, High Point University
High Point, NC

THURSDAY, MAY 11, 2017

A Proactive Approach to Claims, Incident Reporting and
Cyber Liability Risks for Festivals
Andrew Vandepopulier, Producer
Mike Rea, Recreation Sales Manager
Haas & Wilkerson Insurance, Fairway, KS

THURSDAY, OCTOBER 26, 2017

20 New Ideas for Online Marketing
Cassie Roberts, Partnership & Marketing Director
Jessica Bybee-Dziedzic, Director of Partnerships, Saffire, Austin, TX

THURSDAY, NOVEMBER 2, 2017

We the People: The Effect of Constitutional Amendments and Other
Laws on Events
Jeff English, CFEE, Senior Vice President/General Council
Kentucky Derby Festival, Louisville, KY

THURSDAY, NOVEMBER 9, 2017

Merchandise Strategies Built for Results
Stephen King, CFEE, Executive Director, Des Moines Arts Festival
Des Moines, IA

THURSDAY, NOVEMBER 16, 2017

Keys to a Successful Volunteer Management Program
Stephanie Donoho, CFEE, Owner
Stephanie Donoho Consulting, Honoka'a, HI

THURSDAY, NOVEMBER 30, 2017

Sponsorship Jumpstart! 45 Sponsorship Ideas in 45 Minutes
Gail Alofsin, Director of Corporate Partnerships
Newport Harbor Corporation, Newport, RI

THURSDAY, DECEMBER 7, 2017

17 Spectacular Special Event Trends and Ideas from 2017
Ted Baroody, President, Norfolk Festevents, Norfolk, VA

Thursday, January 26, 2017
11:00 a.m. – 12:00 p.m. Mountain Time

Patrons with Disabilities and Your Security Team

Laura Grunfeld
Owner & Founder
Everyone's Invited, LLC
Sheffield, MA



You have security staff posted throughout your event: at the gates, the stages, the viewing platforms, parking, etc. They are conducting searches, checking for drugs, assisting in an emergency, screening service animals, answering questions, and so much more. All of your security team members need basic accessibility awareness training but certain teams will need additional specialized training. Take this seminar to learn what you can do to help your security team accommodate and serve your patrons with disabilities.

Laura Grunfeld is the owner and founder of Everyone's Invited, LLC a consulting, training, and production company specializing in helping producers make their events more accessible to people with disabilities. Laura has worked with festivals large and small, and was the main architect of the award winning Access Program at the New Orleans Jazz & Heritage Festival in the late 1990s. She has since consulted with, and designed and implemented Access Programs for, events across the nation including Bonnaroo, Outside Lands, Governors Ball, The Meadows, TomorrowWorld, Firefly, Life is Good, Rothbury, Electric Forest, Phish, and many more.

Thursday, February 9, 2017
11:00 a.m. – 12:00 p.m. Mountain Time

Valuation: Stop Guessing & Gambling on Your Sponsorship Fees

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



How do you determine your sponsorship fee? Most guess based upon what they need, not based upon the value of the package to the sponsor. You'd be surprised to learn

that most event producers are underpricing sponsorship. Join sponsorship expert Bruce Erley to learn what goes into calculating a fair market price that provides great ROI for both you and your partners. Learn the methods and metrics of calculating sponsor fees including the tangible valuation rights of benefits, the intangible value or "halo effect" of being associated with your event, plus some new innovative online tools to help you in the process.

Bruce L. Erley, CFEE, APR, is the President and CEO of the Creative Strategies Group, a full-service sponsorship and event marketing agency based in Denver, Colorado which he founded in September, 1995. Creative Strategies Group (CSG) specializes in sponsorship and event marketing consultation as well as forging partnerships between corporations and events, festivals, nonprofit organizations and other properties. In 2012, Erley served as the World Board Chairman of the International Festivals & Events Association (IFEA). He is a 2015 inductee into the IFEA Hall of Fame. He is Accredited in Public Relations (APR) by the Public Relations Society of America and a Certified Festival & Events Executive (CFEE) by the International Festivals and Events Association.

Thursday, February 23, 2017
11:00 a.m. – 12:00 p.m. Mountain Time

10 Tips to Creating a Responsible Alcohol Program That Gives Back

Karen Shostak, CFEE
Director of Sales,
Friends of the Festival
Owner, C.O.R.E. Training Services
Chattanooga, TN
Friends of the Festival & C.O.R.E. Training Services



Creating or maintaining a solid alcohol program at your event can be a monumental task. Permits, staffing, training, ordering, stocking, selling, monitoring, balancing, analyzing... the punch list for an efficient program is endless. In this webinar we will break down 10 helpful tips for the alcohol supply chain that can be applied to events of all sizes.

Karen Shostak, CFEE grew up in Miami Florida and moved to Chattanooga TN in 2000. Her career in special events began in 2001 in the hospitality industry as a Director of Sales which led to producing

large scale corporate events. She has spent the last 12 years working in various areas of Festival and Event Production such as Admission, Artist Hospitality, Sponsorship, IT, Customer Loyalty Programs, Concessions and Operations with a focus on event alcohol sales. Her alcohol sales programs serve nearly 700,000 guests annually. In 2010, Karen wrote, developed, and founded C.O.R.E Alcohol Sales Training for Retailers and Special Events (Compliance Orientation and Responsibility Education) which is being converted to an online platform for Special Events to use globally.

Thursday, March 9, 2017
11:00 a.m. – 12:00 p.m. Mountain Time

Preventing and Responding to Sexual Assault Incidents at Your Event

Dr. Kari Sampsel, MD,
FRCPC, DipForSci
University of Ottawa, Department of
Emergency Medicine
Medical Director - Sexual Assault and
Partner Abuse Care Program
Ottawa, Ontario, Canada



Sexual assault at festivals and events is a common occurrence which has garnered international media attention in recent months. This session will outline the scope of and risk factors for these assaults. It will also give practical prevention mechanisms and interventions you can undertake to keep all your attendees safe.

Dr. Kari Sampsel is a staff Emergency Physician and the Medical Director of the Sexual Assault and Partner Abuse Care Program at the Ottawa Hospital and an Assistant Professor at the University of Ottawa. She graduated with honours from University of Calgary Cellular Molecular and Microbial Biology program and completed her Masters of Science in Biochemistry in the area of cancer biology. She next completed medical school and her Royal College of Physicians and Surgeons of Canada specialty training in Emergency Medicine at Queen's University. She undertook fellowship training in Clinical Forensic Medicine at the Victorian Institute of Forensic Medicine in Melbourne, Australia, and is currently the only Canadian physician to hold this designation. She has been active in the

fields of forensic medicine and medical education, with multiple international conference presentations, publications and committee work. Dr. Sampsel has been instrumental in working with community groups and launching a number of community initiatives, including bystander intervention training for preventing sexual assault. She has been honoured with a number of national awards in recognition of her commitment to education and awareness.

Thursday, March 23, 2017
11:00 a.m. – 12:00 p.m. Mountain Time

Free Media: Big PR Ideas for Smaller Festivals

Mark Demko
 Sr. Director of Communications
 ArtsQuest
 Bethlehem, PA



For smaller events with limited budgets, the marketing dollars only go so far. In this presentation, Mark Demko will share tips and tactics for working with the media to take advantage of free media and promotional opportunities that will help expand your audience and promote your programs and events.

You'll discover:

- PR 101 - Media Outreach Basics
- Importance of Developing Good Relationships with the Media
- Beyond the Press Release
- What to do if no one picks up your story
- How your resources can enhance the media's programming/coverage
- Working with Bloggers
- Turning negatives into positives

The second half of this session is an interactive discussion where attendees share their PR successes and misses, so come prepared to divulge a few of your own. Great ideas come from anywhere and you'll leave with a handful you can try at your next festival or event.

As Sr. Director of Communications for ArtsQuest, Mark Demko oversees media and public relations for the nonprofit arts organization that presents Musikfest, the nation's largest free music festival, and 11 other festivals. A graduate of Moravian College in Bethlehem, where he earned his bachelor's degree in communications/journalism, he has more than 15 years

of experience in marketing, public relations, communications and program development. He serves or has served on several boards, including as past president of the Lehigh Valley Chapter of the International Association of Business Communicators.

Thursday, April 6, 2017
11:00 a.m. – 12:00 p.m. Mountain Time

Millennials: Harnessing their Power as Workers, Volunteers & Attendees
 Penny McBride, CFEE
 President/CEO
 Fredericksburg Chamber of Commerce
 Fredericksburg, TX



They number more than the Baby Boomers and their consumer potential is unparalleled. But what they think, how they work and what they value leaves the rest of us scratching our collective heads. This session will provide context for what shaped this generation, what they want and need and strategies for working with them as colleagues and volunteers.

Penny C. McBride, CFEE 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, April 20, 2017
11:00 a.m. – 12:00 p.m. Mountain Time

Event Marketing Lessons Learned from the 2016 Election
 Sean King
 Principle
 Aspire Consulting Group
 Allentown, PA



The 2016 Presidential election is still relatively close in our rearview mirror, however the lessons learned will reverberate for years to come. During this webinar, we're not talking about the politics, but rather the strategies, gamesmanship and tactics used within a bruising \$1.5 billion campaign that can be takeaways for us all in our future marketing, advertising and communication plans.

This wide-ranging session will provide insight from an election campaign in which we all participated and will provide takeaways to help you in marketing and promoting your next event. Topics include identifying and motivating your base, the new social media reality, managing online content in the post-election landscape, smart marketing ROI, challenging the status quo, dancing with data and ten top takeaways to put to use as soon as you sign off from the session.

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. You can follow Sean on Twitter @skingaspire or contact him at: sking.aspire@gmail.com.

Thursday, May 4, 2017
11:00 a.m. – 12:00 p.m. Mountain Time

An Ethical Dilemma – The Estimation of Attendance
 Dr. Vern Biaett, CFEE
 Assistant Professor of Event Management
 Nido R. Qubein School of Communication
 High Point University
 High Point, NC



The idea that overstated attendance is not problematic is a false assumption.

Attendance figures are key variables for marketing studies, operational logistics, experience design, sponsorship, economic and community impact assessment, and viewed as the most significant quantifiers of achievement and symbolic rhetoric. This session will explain the ethical implications of using inaccurate figures and introduce an analytical method for better estimation.

Following a career that included producing festivals and events for the cities of Phoenix and Glendale, Arizona for twenty years, in 2006, Dr. Vern Biaett became a faculty associate at Arizona State University where he taught event management courses in a certificate program he co-created for eight years. In 2013 he completed his PhD in Community Development and Resources at ASU and in the fall of 2014 accepted his current position as the Assistant Professor of Events Management at High Point University in North Carolina where he has created one of the first Event Management majors in the USA. Dr. Biaett is a lifetime CFEE, a member of the North Carolina Association of Festivals & Events, was a founding member of the Arizona Festivals & Events Association, serves on the IFEA President's Council, and is a past board member of the IFEA Foundation.

Thursday, May 11, 2017
11:00 a.m. – 12:00 p.m. Mountain Time

A Proactive Approach to Claims, Incident Reporting and Cyber Liability Risks for Festivals

Andrew Vandepopulier, Producer
Mike Rea, Recreation Sales Manager
Haas & Wilkerson Insurance, Fairway, KS



When your festival has a claim, whether it be a trip and fall or a catastrophic weather incident, you should always have an action plan and incident reporting procedure in place. We will discuss the areas which we find the most important and how to help your team prepare for these difficult times at your event. Additionally, we will also touch on the new exposure, Cyber Liability, facing many of your events today, highlighting the risks and the best ways to manage this risk through contracts, reputable

providers and insurance programs built specifically for Cyber Risks.

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 26, 2017
11:00 a.m. – 12:00 p.m. Mountain Time

20 New Ideas for Online Marketing

Cassie Roberts, Partnership & Marketing Director
Jessica Bybee-Dziedzic, Director of Partnerships
Saffire Austin, TX



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 20 revolutionary ideas you can implement for your organization throughout the year, including social media, best mobile practices and more. We'll also cover recent changes to online platforms so you can ensure that you are always using the latest best practices. Your "genius status" awaits!

Cassie Roberts has extensive experience with online marketing and event planning. She started working with Saffire in 2011 and since then, the company has grown from supporting a few great organizations in Texas to partnering with over 200 unique events, venues and destinations across the country. Cassie lives in Austin, TX, and if you're looking to visit, can rival any tour guide in the city!

Jessica Buybee-Dziedzic has a comprehensive background in online marketing, social media and website strategy. In 2007, she joined Wright Strategies, managing online projects for clients including KEEN Footwear, Nike and Frito Lay. In 2009, the Wright Strategies

team created Saffire, providing events, venues and destinations with websites and ticketing in a simple integrated platform. Today, the Saffire team serves hundreds of clients nationwide. Jessica is a Partnership Director for the company and in her free time loves to travel.

Thursday, November 2, 2017
11:00 a.m. – 12:00 p.m. Mountain Time

We the People: The Effect of Constitutional Amendments and Other Laws on Events

Jeff English, CFEE
Senior Vice President/General Council
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 such hot topics as protestors, open carry, intern/volunteer labor, trademarks, and taking (and using) pictures of your patrons at events. We'll reserve some time for Q&A so you can save your budget on those legal bills back home!

Jeff English, CFEE, is the Senior Vice President and General Counsel for the Kentucky Derby Festival. After graduating from Washburn University School of Law in Topeka, Kansas in 2004, Jeff worked in politics and practiced law before joining the Derby Festival staff in 2007. He is charged with overseeing all of the Festival's legal issues and serving as its risk management officer. He also manages the Merchandise Department and serves as the President of the Kentucky Derby Festival Foundation, the 501(c)3 charitable arm of KDF. He was named a member of the 2014 class of Business First's Forty Under 40.

Thursday, November 9, 2017
11:00 a.m. – 12:00 p.m. Mountain Time

Merchandise Strategies Built for Results

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



Winner of IFEA's Best Overall Merchandise Program, the Des Moines Arts Festival's merchandising program nets significant income as a result of a fresh and strategic approach. Stephen will present his strategy to key fundamentals of building a merchandise program that is built for results. Identifying a strategy, determining your market, tips on discovering what is fresh and current in the retail market, POS options, and managing an RFP process and budgeting will be just some of the topics covered.

Stephen M. King, CFEE, is the executive director of the award-winning Des Moines Arts Festival® in Des Moines, Iowa. Projects throughout his career in events have garnered more than 200 awards from the International Festivals and Events Association, International Downtown Association and numerous publications. Before turning his full attention in July of 2011 to the Des Moines Arts Festival®, King led Des Moines' Downtown Events Group from 2006-2011 producing the U.S. Cellular® World Food Festival, Holiday Lights Des Moines, Skywalk Golf, and GuideOne ImagineEve! He arrived in Des Moines after serving as president/CEO of Celebrate Fairfax, Inc. in northern Virginia. Prior he was the director of the festivals and events division of Downtown Fort Worth, Inc. in Fort Worth, Texas, where he produced the MAIN ST. Fort Worth Arts Festival. King is a 25-year veteran of the festival and events industry, a Certified Festival and Events Executive (CFEE), Chair-Elect of the International Festivals and Events Association World Board of Directors, member of the IFEA World President's Council and IFEA's Foundation Board and instructor for IFEA's Event Management School at Oglebay. He serves on the board of directors of Bravo Greater Des Moines, is a past board member of the National Association of Independent Artists and is a founding member of arts festival's industry universal online application system, ZAPApplication™.

Thursday, November 16, 2017
11:00 a.m. – 12:00 p.m. Mountain Time

Keys to a Successful Volunteer Management Program

Stephanie Donoho, CFEE
Owner
Stephanie Donoho Consulting
Honoka'a, HI



This Webinar will first help event planners and organizers understand the reasons why people volunteer, and then help them design a successful Volunteer Management Program to meet those volunteers' needs. During the webinar, we'll review the steps of the Volunteer Management Cycle; review industry standards used to measure the Return on Investment (ROI) for a volunteer's time; and explore how lessons learned throughout the year can be incorporated, to create an even stronger program moving forward. This webinar is a great overview for those new to volunteer management, as well as division heads, committee chairs, and management staff responsible for supervising volunteers in action.

Stephanie Donoho, CFEE is the owner of Stephanie Donoho Consulting, which provides small business and non-profit management services to companies in the areas of: government relations, communications, fundraising and development, strategic and business planning, event sponsorship development and activation, and events management. Selected clients include: Kohala Coast Resort Association, Friends of Hawaii Volcanoes National Park, Hawaiian Legacy Tours, Visitor Aloha Society of Hawaii, Kona Brewfest, Duke's Ocean Fest, Tiffany's Art Agency, and the County of Kauai.

Prior to starting her consulting company, Stephanie served as the Tourism Specialist for the County of Hawaii for eight years, where she managed an annual budget of more than \$1.5 million in transient accommodations taxes that were re-invested in tourism product development, community festivals, marketing and events. Stephanie has a Bachelor of Arts degree in communications and sociology, cum laude, from Tulane University in New Orleans, Louisiana, and her CFEE from the International Festivals and Events Association.

Thursday, November 30, 2017
11:00 a.m. – 12:00 p.m. Mountain Time

Sponsorship Jumpstart! 45 Sponsorship Ideas in 45 Minutes

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



Get your roller skates on while Gail shares over 20 years of best practices and award-winning ideas in this fast paced, content rich Webinar. From KidStops to greyhounds in addition to creative activations and social savvy (both media and in person) – you will be ready to jumpstart your event with new programs and a renewed passion for what you do.

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 7, 2017
11:00 a.m. – 12:00 p.m. Mountain Time

**17 Spectacular
Special Event
Trends and Ideas
from 2017**

Ted Baroody
President
Norfolk Festevents
Norfolk, VA



What was spectacular in '17? Tune in to this Webinar as it will present research and highlights from around the globe showing you some of the most spectacular trends and ideas from the world of events, sports and entertainment. Whether these timely trends and innovative ideas are from the big city or the small stage, they will all come to life for you to make your own. Let this be the catalyst to planning your 2018 of eventful experiences!

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 serves on both the IFEA World and IFEA Foundation Boards of Directors.

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 start time. All paid registrations will also receive the recorded version of the Webinar after the live 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
Individual Webinars: _____ Quantity X	<input type="radio"/> \$59 (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"/> \$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)	_____
		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: _____
 Credit Card Number: _____
 Expiration Date: _____ CVN Code: _____ (MC/Visa-3 digit code back) (AMX-4 digit code front)

2017 UPCOMING LIVE WEBINARS: To register please make your selection by checking (✓) from the webinars below:

- Thursday, January 26, 2017**
Patrons with Disabilities and Your Security Team
Laura Grunfeld, Owner & Founder, Everyone's Invited, LLC, Sheffield, MA
- Thursday, February 9, 2017**
Valuation: Stop Guessing & Gambling on Your Sponsorship Fees
Bruce Erley, CFEE, APR, President & CEO, Creative Strategies Group, Denver, CO
- Thursday, February 23, 2017**
10 Tips to Creating a Responsible Alcohol Program That Gives Back
Karen, Shostak, CFEE, Director of Sales, Friends of the Festival, Owner, C.O.R.E. Training Services, Friends of the Festival & C.O.R.E. Training Services Chattanooga, TN
- Thursday, March 9, 2017**
Preventing and Responding to Sexual Assault Incidents at Your Event
Dr. Kari Sampsel, MD, FRCPC, DipForSci University of Ottawa, Department of Emergency Medicine Medical Director - Sexual Assault and Partner Abuse Care Program, Ottawa, Ontario, Canada
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- Thursday, October 26, 2017**
20 New Ideas for Online Marketing
Cassie Roberts, Partnership & Marketing Director Jessica Bybee-Dziedzic, Director of Partnerships Saffire, Austin, TX
- Thursday, November 2, 2017**
We the People: The Effect of Constitutional Amendments and Other Laws on Events
Jeff English, CFEE, Senior Vice President/General Council, Kentucky Derby Festival, Louisville, KY
- Thursday, November 9, 2017**
Merchandise Strategies Built for Results
Stephen King, CFEE, Executive Director, Des Moines Arts Festival, Des Moines, IA
- Thursday, November 16, 2017**
Keys to a Successful Volunteer Management Program
Stephanie Donoho, CFEE, Owner, Stephanie Donoho Consulting, Honoka'a, HI
- Thursday, November 30, 2017**
Sponsorship Jumpstart! 45 Sponsorship Ideas in 45 Minutes
Gail Alofsin, Director of Corporate Partnerships Newport Harbor Corporation, Newport, RI
- Thursday, December 7, 2017**
17 Spectacular Special Event Trends and Ideas from 2017
Ted Baroody, President, Norfolk Festevents, Norfolk, VA

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