



---

## **IFEA Announces New Partnership with WeVow to Proactively Address Sexual Misconduct at Events**

As we track the trends and issues across the global festivals and events, we have been disappointed to find far too many headlines in recent years covering sexual misconduct at events (in-house and on-site). And while the most prominent media coverage is usually focused on the larger music festival niche of our industry, the reality is that sexual misconduct can happen at events of all types, genres and sizes, just as it can within all size businesses, corporations and organizations.

The IFEA believes that our collective industry, together, must take proactive steps to address this growing concern, while protecting the brand and image of all events, assuring employees, volunteers, attendees, sponsors and all stakeholders, that our events and the organizations behind them have chosen to live by and provide the highest standards of respect, dignity, safety and security possible.

To that end, the IFEA is pleased to announce a new partnership with WeVow. WeVow, at its core, is a public promise to build a culture of safety and trust. WeVow is strategically partnered with San Diego, California-based brand development and design consultancy, BLVR, and Boise, Idaho-based behavioral health and managed services company, BPA Health, to equip organizations and events of all sizes to build safety and trust into their cultures and give 100% clarity against sexual misconduct, while offering resources and support for their respective stakeholders to thrive and be fully active in life and at work.

Working closely with the IFEA to better understand our industry and provide the resources to support our needs at all levels, within the most cost-effective options possible, WeVow has created a special program that will allow event organization to protect their employees and volunteers year-round, and to gear up for shorter, selected timeframes to protect and make a statement to all of those attending or working your event(s).

### **The WeVow / IFEA Festivals & Events Group Program includes:**

- Reporting Platform for Those Effected by Incidents
- Training Guide for Event Staff and Volunteers
- “What’s Next?” Resources for Those Who Have Reported Incidents
- Custom-Branded Signage for Events and Workplaces
- Increased Attendee and Stakeholder Confidence, Safety & Trust in Participating Event Organizations through Positive Media Messaging
- White-glove service to IFEA members through the process, to ensure ease of use

Best of all, for those IFEA Member organizations, cities and events who come on-board as WeVow Charter Events in 2019, WeVow will provide a 75% discount on their group services fees for as long as they remain current. Beginning in 2020, IFEA Member organizations, cities and events will receive a 50% discount on their group services fees.

For more information, please go to this link: [IFEA WeVow Partnership](#) or contact Matt Pipkin, WeVow Founder & CEO at [matt@wevow.com](mailto:matt@wevow.com).