



2019 IFEA WEBINAR SERIES



Bringing valuable Festival and Event industry education right to you, we're pleased to present our Online IFEA Webinar Series.

IFEA WEBINARS ARE:

PROFESSIONAL:

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. (If working toward your IFEA CFEE Certification, each individual paid Webinar is eligible for one CFEE Elective Credit.)

AFFORDABLE:

At \$59 each for IFEA Members (\$99 for Non-IFEA Members), not only are you able to attend the Webinar presentation, but any and all of your co-workers can gather around to view the presentation as well, for that one low price!

CONVENIENT:

Webinars are easy to attend. Let us bring the education to you . . . view and listen to the presentation online right at your computer, tablet, smartphone... wherever you may be! No Travel Expense Required.

EFFICIENT:

With no travel time to and from to attend the Webinar and one easy click to log-in, give us 60 minutes and we'll give you an hour full of valuable festival and event industry education. What better way to receive great educational information by great presenters, while saving both time and travel expenses!

VALUABLE:

Get the most out of your registration fee. All paid Webinar Registrations receive access to the live 60-minute Webinar presentation, an interactive Q&A session, copies of the presentation materials and handouts, in addition to the recording of the Webinar, to view again and again for up to 14 days.

2019 IFEA WEBINAR SCHEDULE

THURSDAY, JANUARY 31, 2019

Social Media Sponsor Activations
Bruce L. Erley, CFEE, ARP, President & CEO
Creative Strategies Group, Denver, CO

THURSDAY, FEBRUARY 7, 2019

Mayhem at Events and How to Prevent (Some of) It
Steven Adelman, Vice President, Event Safety Alliance
Adelman Law Group, PLLC, Scottsdale, AZ

THURSDAY, FEBRUARY 14, 2019

Enhanced Perspective: The Future for Festivals & Cannabis
Geoff Hinds, CEO, San Bernardino County Fair, San Bernardino, CA

THURSDAY, FEBRUARY 28, 2019

An Ethical Conundrum: The Estimation of Attendance
Vern Biaett, PhD, CFEE, Assistant Professor of Event Management,
High Point University, High Point, NC

THURSDAY, MARCH 7, 2019

Severe Weather Doesn't Just Happen: Managing Risks with a
Comprehensive Weather Plan
Michael Clark, Co-Owner and Chief Meteorologist
Terry Powers, Managing, Director of Sports and Special Events
Bam Weather, Indianapolis, IN

THURSDAY, MARCH 21, 2019

Controlling the Message: Creating a Social Media Marketing Plan
Jessica Bybee-Dziedzic, Partnership Director, Saffire, Austin, TX

THURSDAY, MARCH 28, 2019

Control Freaks Anonymous - A 12-Step Plan to Achieve Sanity &
Success
Penny McBride, CFEE, President & CEO, Fredericksburg, Texas
Chamber of Commerce, Fredericksburg, TX

THURSDAY, APRIL 11, 2019

Behind the Buzzword: Creative Placemaking & Your Event
Sean King, Principle, Aspire Consulting Group, Allentown, PA

THURSDAY, APRIL 18, 2019

A New Perspective on the Critical
Importance of Volunteers at Your Event
Kaylee Williams, President, Volunteer Local, Des Moines, IA

THURSDAY, APRIL 25, 2019

Sponsorship Then & Now: The Things That Never Change and the
Things That Already Have
Gail Alofsin, Director of Corporate Partnerships & Community
Relations, Newport Harbor Corporation, Newport, RI

THURSDAY, MAY 9, 2019

Strengthening Our Partnerships and Mutual Success
with Concessionaires
Michelle Card, Executive Director, National Independent
Concessionaires Association (NICA), Brandon, FL

THURSDAY, OCTOBER 31, 2019

Maximizing the Opportunities and Minimizing the Challenges of Food
Trucks at Your Event
Matthew Geller, CEO, National Food Truck Association, Culver City, CA

THURSDAY, NOVEMBER 7, 2019

Praise the Lord and Pass the Ammunition
Jeff English, CFEE, Sr. Vice President/General Council
Kentucky Derby Festival, Louisville, KY

THURSDAY, NOVEMBER 14, 2019

The Path to Volunteer Growth
Florence May, Founder/President, TRS Volunteer Solutions

THURSDAY, NOVEMBER 21, 2019

Infuse the "New"!
Ted Baroody, CFEE, President, Norfolk Festevents, Norfolk, VA

2019 IFEA WEBINAR SERIES



PURCHASING WEBINARS

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!

- **INDIVIDUAL WEBINAR COST**

\$59 - IFEA Members

\$99 - Non-IFEA Members

Provides access to the individual 60-minute live IFEA Webinar presentation, an interactive Q&A session, copies of the presentation materials and handouts, in addition to the recording of the Webinar, to view for up to 14 days.

On-Demand Webinars are also able to be purchased individually at \$59 (IFEA Members) or \$99 (Non-IFEA Members.)

- **WEBINAR SUBSCRIPTION**

A subscription to the IFEA Webinar Series can also be purchased for those looking for year-round Festival & Event industry education. Two subscription options are available

- **Live Webinar Subscription**

\$590 – IFEA Members

\$990 – Non-IFEA Members

Provides access to ALL 15 individual 60-minute live IFEA Webinars for the year, interactive Q&A sessions, copies of the presentation materials and handouts, in addition to the recordings for each Webinar, to view for up to 14 days.

HOW TO PURCHASE WEBINARS

Webinars are available for purchase via any of the following methods:

- Online at the IFEA Store
- Faxing, mailing emailing the Webinar Registration Form
- Calling the IFEA at +1-208-433-0950 x3

On-Demand Webinars are available for purchase online at the IFEA Store.

QUESTIONS?

Contact: Nia Hovde, CFEE, Vice President/Director of Marketing & Communications at: nia@ifea.com

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

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THURSDAY, JANUARY 31, 2019

SOCIAL MEDIA SPONSOR ACTIVATIONS

Bruce L. Erley, CFEE, ARP
President & CEO
Creative Strategies Group
Denver, CO



According to industry sources, sponsors now value social media engagement greater than traditional media recognition or on-site benefits. Learn about the circumstances that are driving this change. Discover the importance of building social audiences year-round? What are you doing to connect your sponsors with "likes," "fans" and "followers" of your event. What are the activations that others are using to provide sponsors with the digital promotions and metrics to prove ROI? Bruce Erley, President & CEO of Creative Strategies Group will share tips, trends and examples of best practices that any size event can implement.

Bruce L. Erley 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 7, 2019

MAYHEM AT EVENTS AND HOW TO PREVENT (SOME OF) IT

Steven Adelman
Vice President, Event
Safety Alliance
Adelman Law Group, PLLC
Scottsdale, AZ



Using a highly technical risk management tool -- the open-ended question -- we will learn the value of asking, non-rhetorically,

What could go wrong? There is no such thing as a "best practice," only decisions that are reasonable under your circumstances. This session will help you make reasonable decisions about the risks you are most likely to face at your events.

Steven A. Adelman is the head of Adelman Law Group, PLLC in Scottsdale, Arizona and Vice President of the Event Safety Alliance, an international trade association focusing on safety and security at live events. His law practice focuses on risk management and litigation regarding venues and events throughout North America, and he also serves as an expert witness in crowd-related lawsuits. Steve Adelman is widely recognized as an authority on event safety and security. He writes the monthly "Adelman on Venues" newsletter, he teaches "Risk Management in Venues" at Arizona State University's Sandra Day O'Connor College of Law, and he frequently appears in national and local media for analysis of safety and security incidents at public accommodations. Steve Adelman graduated from Boston College Law School in 1994.

THURSDAY, FEBRUARY 14, 2019

ENHANCED PERSPECTIVE: THE FUTURE FOR FESTIVALS & CANNABIS

Geoff Hinds
CEO, San Bernardino County Fair
San Bernardino, CA



With legalization in many states, Cannabis is quickly becoming an item of main stream discussion throughout the United States and the World. This session will try to provide an insight and discussion into how the legal landscape has evolved and changed regarding Cannabis and what this may mean for event producers, venues and hosts.

Geoff Hinds has over 15 years of diverse experience in the Live Event market, and serves as the Chief Executive Officer at SBC Fair in Southern California, which has overseen operations of both the San Bernardino County Fairgrounds and Adelanto Stadium. Hinds has shared his knowledge and expertise through work on or at many large festivals and events, including work with several large cannabis focused festivals including Chalice California and High Life Music Festival. His work with the Board of Directors and Staff of SBC Fair on the development of policies, procedures

and best practices for Cannabis or Cannabis themed events has been instrumental in the creation of guidelines that are utilized throughout the state of California. Having hosted over 15 unique Cannabis festivals, Hinds has also advised many venues and events on practices, and experience. A graduate of Whittier College, Hinds currently lives in Apple Valley CA.

THURSDAY, FEBRUARY 28, 2019

AN ETHICAL CONUNDRUM: THE ESTIMATION OF ATTENDANCE

Vern Biaett, PhD, CFEE
Assistant Professor of
Event Management
High Point University
High Point, NC



Attendance numbers for festivals are significant quantifiers of accomplishment, the calculation of sponsorship benefits, publicly funded support, and economic impact assessment. Event managers to often report attendance figures that are exaggerated marketing numbers conveyed for purposes of influencing and gaining attention. The logic behind this embellishment is based on the situational ethics of, 'I'm only doing what everyone else is doing.' This ethical conundrum exists because people do not understand large numbers or crowd dynamics, estimates tend to be driven by personal agendas, and there are no established estimation methods. This seminar reviews past attendance controversies, research on possible estimation methods, and provides suggestions to solve this ethical dilemma.

Following 20 years of festival and event production for the cities of Phoenix and Glendale, Arizona, in 2006 Vern became a faculty associate at Arizona State University where he taught event management courses in a certificate program, he co-created. In 2013 he completed his PhD in Community Development and Resources and in 2014 joined High Point University in North Carolina as an Assistant Professor of Events Management where he has created a Bachelor of Arts in Event Management. 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, MARCH 7, 2019

SEVERE WEATHER DOESN'T JUST HAPPEN: MANAGING RISKS WITH A COMPREHENSIVE WEATHER PLAN

Michael Clark, Co-Owner and Chief Meteorologist

Terry Powers, Managing Director of Sports and Special Events
Bam Weather, Indianapolis, IN



"Hazardous weather can strike at any time, but very rarely does severe weather come out of nowhere" is how meteorologist Michael Clark begins many conversations regarding the value of a comprehensive weather plan. With the increase in today's technology, anyone with a cellphone can get free weather information. However, Clark warns that those free apps are not site specific, are not usually current and do not include analysis by a trained meteorologist. The American Meteorologists Society (AMS) outlines best practices which include utilizing professional forecasting services and the development of a comprehensive weather plan on behalf of life safety for venues and public gatherings. This webinar will provide valuable information on why it's critical to develop a weather plan and how to get started.

Michael Clark is a Co-Owner and Chief Meteorologist at BAM Weather, a private weather consulting company based in Greenwood, Indiana. Clark studied operational meteorology at Mississippi State University and he worked as a meteorologist at FOX59 in Indianapolis for three years before founding BAMWX.com. BAM Weather has a client list that includes major fairs and festivals, professional sports teams and stadiums, municipalities, seed companies, farms, energy companies, motor speedways, and the list goes on.

Terry Powers is the Managing Director of Sports and Special Events at BAM Weather. Powers joined BAMWX in October of 2018 and brought with him over 30 years of event management experience including overseeing 50 annual Indianapolis 500 Festival events. Powers served as a board member of the IFEA Foundation and was an instructor at the

IFEA's Event Management School. Powers spent 15 years in collegiate athletics in multiple roles and has managed a variety of large and small events including an NCAA I Men's Final Four.

THURSDAY, MARCH 21, 2019

CONTROLLING THE MESSAGE: CREATING A SOCIAL MEDIA MARKETING PLAN

Jessica Bybee-Dziedzic Partnership Director, Saffire Austin, TX



We have all heard about the many countless social media platforms that are available to our events, but how do you begin to prioritize your limited time and resources to ensure that you are maximizing the effort and the returns. How do you create a Social Media Plan to work within your finite budget, your strategic vision and other critical considerations? Join us for this important session by IFEA Association Partner and industry leader, Saffire.

Jessica Bybee-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, MARCH 28, 2019

CONTROL FREAKS ANONYMOUS - A 12-STEP PLAN TO ACHIEVE SANITY & SUCCESS

Penny McBride, CFE President & CEO Fredericksburg, Texas Chamber of Commerce Fredericksburg, TX



Hi...my name is Festival Planner and I'm a control freak. To be a success in the event world, one has to be a detail-oriented

professional who makes sure hundreds of other people get everything done in time to open the gates. But the Control Freak style of management can quickly lead to burn out, lack of engagement, trust issues and stagnant growth. This 12-Step Program can help curb those tendencies to create dynamic teams inspired by a visionary leader, versus managed by box-checker. Learn to delegate authority over tasks, build peer accountability, provide meaningful feedback, reward big-picture thinking and create the next generation of leaders that will sustain your event.

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. Her company managed the Texas Festival & Events Association and the Texas Association of Fairs and Events for nine years. Penny also served a nine-year stint as the Director of the Fredericksburg Convention and Visitor Bureau, during which time occupancy tax receipts increased over 400 percent. She continues to work as a consultant, speaker and trainer. 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, Festivals & Events Ontario and International Festivals & Events Association.

THURSDAY, APRIL 11, 2019

BEHIND THE BUZZWORD: CREATIVE PLACEMAKING & YOUR EVENT

Sean King Principle, Aspire Consulting Group Allentown, PA



Creative placemaking has become a buzzword in the lexicon of city and state governments, college campuses and economic development professionals around the country over the past several years. Join with us in an introduction to the concept and explore ideas on how your events and festivals fit into this movement in our cities and communities. Find a new

way to frame your events and festivals to attract new resources and support while you generate momentum around the quality of life impacts beyond the pure dollars and cents.

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, APRIL 18, 2019

A NEW PERSPECTIVE ON THE CRITICAL IMPORTANCE OF VOLUNTEERS AT YOUR EVENT

Kaylee Williams
President, Volunteer Local
Des Moines, IA



Finding and keeping great volunteers is no easy task. The goal of this session is to bring together coordinators who are willing to share their experiences (good and bad), best practices and the key resources they use to keep their volunteers happy, engaged and informed. Topics include fostering the right 'culture' for your volunteer force, identifying appropriate channels to reward volunteers, and making the process of scheduling and communicating with your volunteers easier. We'll look at some recent data behind volunteer trends, and cover the practical implementation of a cohesive volunteer program that aligns the right incentives with volunteers' interests and skills. Join us for a lively discussion on best practices for volunteer management, coordination, and retention.

Kaylee Williams is the President of VolunteerLocal, a volunteer registration and scheduling platform for festivals and events of all sizes, all over the world. Passionate about music and the arts, Williams has leveraged partnerships with hundreds of festivals, fairs and parades to help them streamline their volunteer programs. She is a triathlete, bass guitar player and home-brewer.

THURSDAY, APRIL 25, 2019

SPONSORSHIP THEN & NOW: THE THINGS THAT NEVER CHANGE AND THE THINGS THAT ALREADY HAVE

Gail Alofsin
Director of Corporate Partnerships & Community Relations
Newport Harbor Corporation
Newport, RI



Data, Social and AI are a few of the elements that comprise the "new" sponsorship. It's on you and your team to prove the value of your sponsorship program, beyond booths and banners. In this time of unprecedented distraction, there are things that do not change - the elements of human touch, connection and affiliation with the passion points that unite the sponsor and the audience. This Webinar will illustrate the business case for sponsorship, embroidering both the new with the fundamentals, offering you the tools to becoming proactive to the changes ahead. It's all about harnessing the power of the subtle changes that will generate the most impactful results. It's GO Time!

Gail Lowney Alofsin is a professional speaker, author, university professor, humanitarian and sponsorship thought leader. Gail provides audiences with practical tools and the inspiration to achieve sponsorship and event success. As the Director of Corporate Partnerships for Newport Harbor Corporation for over three decades, Gail has sold millions of dollars of corporate sponsorship to clients inclusive of Southwest Airlines, Pepsi, Dr Pepper/Snapple Group, Sovereign Bank, Born Footwear, Unilever, Ahold and Mercedes. Passionate about education, Gail has served as an Adjunct Professor at the University of Rhode Island since 1999 and Salve Regina University since 2015. She is the author of *Your Someday is Now-What are YOU Waiting For?* – a book focused on becoming YOUR best YOU. Since being published, the book has raised over \$40,000 for nonprofit organizations. A graduate of Tufts University, Gail serves on several non-profit boards focused on education and hunger. She resides in Newport, Rhode Island.

THURSDAY, MAY 9, 2019

STRENGTHENING OUR PARTNERSHIPS AND MUTUAL SUCCESS WITH CONCESSIONAIRES

Michelle Card
Executive Director
National Independent Concessionaires Association (NICA)
Brandon, FL



Too often - hopefully unintentionally - we see our vendors and concessionaires as adversaries to be watched-over and mistrusted, when in-fact, they are some of our greatest, most creative partners. A relationship that can help ensure our mutual bottom-line success, as well as enhancing the overall event experience for our attendees. The IFEA has asked industry partner NICA (National Independent Concessionaires Association) to come help us all expand the creative conversation of how to maximize the returns for everyone!

The National Independent Concessionaires Association is an organization with over 1000 members across the United States and Canada. NICA services independent businesses that work in the mobile event industry. Their general membership includes food concessionaires, retail/commercial sales, game operators and independent entertainers and attractions, with their associate membership including fairs, festivals and suppliers.

THURSDAY, OCTOBER 31, 2019

MAXIMIZING THE OPPORTUNITIES AND MINIMIZING THE CHALLENGES OF FOOD TRUCKS AT YOUR EVENT

Matthew Geller
CEO
National Food Truck Association
Culver City, CA



Food trucks have become not only a trend-unto-themselves, but an important evolution of and consideration when it comes to providing quality food and beverage options to festival and event attendees. Not unlike any other critical and revenue-impacting piece of the operations

THURSDAY, NOVEMBER 21, 2019

INFUSE THE "NEW"!

Ted Baroody
President, Norfolk
Festevents
Norfolk, VA



We all get asked, "what is new at your event this year?" Hear the latest trends and be inspired to infuse your events with the "new"! Add some new energy to your traditions with new experiences that touch all segments of our business; entertainment & programming, sales and marketing. Learn how to extend the experience for your guests!

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.

Washburn University School of Law in Topeka, Kansas in 2004, Jeff worked in politics and practiced law before joining the 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 Louisville Business First's Forty Under 40.

THURSDAY, NOVEMBER 14, 2019

THE PATH TO VOLUNTEER GROWTH

Florence May
Founder/President
TRS Volunteer Solutions



This workshop style Webinar is broken into four IDEA GENERATION segments with a little extra time for Q&A. Segment One: The Changing Volunteer World - Major trends impacting recruiting and engagement. Segment Two: Volunteer Program Assessment - Hands-on exercise and standards. Segment Three: Measuring & Communicating Impact - You are working hard to make a difference in your community. Do you know how to communicate organizational impact with your volunteers? Segment Four: Growth Strategies - Discuss innovations in the areas of recruiting, on boarding, training, communications and retention.

Florence May is the Founder/President of TRS Volunteer Solutions. Since 2008, TRS has provided volunteer management systems for hundreds of Festivals, Conventions, Non-Profits, Corporations and Sports Commissions. Among these, TRS has provided support for 26 Final Fours, 5 Super Bowls, 2 Republican National Conventions, 2 Democratic National Conventions, 18 Formula One Races, 12 Special Olympic Organizations, Indy 500 Events and so many others. Florence May is also a Speaker, Author and Workshop Leader on Volunteer Management Trends.

puzzle, it is important that we understand both the challenges and opportunities for both sides of this partnership, allowing us all to maximize the returns to everyone. In this valuable session we'll be discussing ways to utilize food trucks at your festival, with an emphasis on the best ways to reach out and book food trucks for your events and to collect payments.

Matt Geller is the Co-Founder and CEO of the Southern California Mobile Food Vendors Association and the Founding President of the National Food Truck Association. The SoCal MFVA is a non-profit organization that represents upwards of 130 mobile vendors in Southern California. Under Geller's leadership, the SoCal MFVA has successfully expanded rights and business opportunities for mobile vendors in over 30 jurisdictions in Southern California, while working cooperatively with Health Departments to promote balanced regulations and effective enforcement mechanisms. Geller's "Association" model has become the national standard for food truck advocacy. Geller is also an entrepreneur. He is a founding partner and executive of Best Food Trucks, Inc. -- the developer of a revolutionary software platform that connects food trucks with event organizers, health departments, and consumers. After almost a decade in the restaurant industry, Geller obtained his juris doctorate from UCLA School of Law in 2008.

THURSDAY, NOVEMBER 7, 2019

PRAISE THE LORD AND PASS THE AMMUNITION

Jeff English, CFEE
Sr. 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 issues as protestors, waivers, conceal and carry, and risk management. We'll also reserve time for Q&A so you can maybe save your budget on some of those legal bills back home!

Jeff English is the Senior Vice President and General Counsel for the Kentucky Derby Festival. After graduating from

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)	_____
Webinar Subscription Includes all 15 Live Webinars in 2019	<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)

2019 UPCOMING LIVE WEBINARS: To register please make your selection by checking (✓) from the webinars below:

- | | | |
|--|--|--|
| <input type="radio"/> Thursday, January 31, 2019
<i>Social Media Sponsor Activations</i>
Bruce L. Erley, CFEE, ARP, President & CEO
Creative Strategies Group, Denver, CO | <input type="radio"/> Thursday, March 21, 2019
<i>Controlling the Message: Creating a Social Media Marketing Plan</i>
Jessica Bybee-Dziedzic, Partnership Director, Saffire, Austin, TX | <input type="radio"/> Thursday, May 9, 2019
<i>Strengthening Our Partnerships and Mutual Success with Concessionaires</i>
Michelle Card, Executive Director, National Independent Concessionaires Association (NICA), Brandon, FL |
| <input type="radio"/> Thursday, February 7, 2019
<i>Mayhem at Events and How to Prevent (Some of) It</i>
Steven Adelman, Vice President, Event Safety Alliance
Adelman Law Group, PLLC, Scottsdale, AZ | <input type="radio"/> Thursday, March 28, 2019
<i>Control Freaks Anonymous – A 12-Step Plan to Achieve Sanity & Success</i>
Penny McBride, CFEE, President & CEO, Fredericksburg, Texas Chamber of Commerce, Fredericksburg, TX | <input type="radio"/> Thursday, October 31, 2019
<i>Maximizing the Opportunities and Minimizing the Challenges of Food Trucks at Your Event</i>
Matthew Geller, CEO, National Food Truck Association
Culver City, CA |
| <input type="radio"/> Thursday, February 14, 2019
<i>Enhanced Perspective: The Future for Festivals & Cannabis</i>
Geoff Hinds, CEO, San Bernardino County Fair, San Bernardino, CA | <input type="radio"/> Thursday, April 11, 2019
<i>Behind the Buzzword: Creative Placemaking & Your Event</i>
Sean King, Principle, Aspire Consulting Group, Allentown, PA | <input type="radio"/> Thursday, November 7, 2019
<i>Praise the Lord and Pass the Ammunition</i>
Jeff English, CFEE, Sr. Vice President/General Council
Kentucky Derby Festival, Louisville, KY |
| <input type="radio"/> Thursday, February 28, 2019
<i>An Ethical Conundrum: The Estimation of Attendance</i>
Vern Biaett, PhD, CFEE, Assistant Professor of Event Management, High Point University, High Point, NC | <input type="radio"/> Thursday, April 18, 2019
<i>A New Perspective on the Critical Importance of Volunteers at Your Event</i>
Kaylee Williams, President, Volunteer Local, Des Moines, IA | <input type="radio"/> Thursday, November 14, 2019
<i>The Path to Volunteer Growth</i>
Florence May, Founder/President, TRS Volunteer Solutions |
| <input type="radio"/> Thursday, March 7, 2019
<i>Severe Weather Doesn't Just Happen: Managing Risks with a Comprehensive Weather Plan</i>
Michael Clark, Co-Owner and Chief Meteorologist
Terry Powers, Managing, Director of Sports and Special Events
Bam Weather, Indianapolis, IN | <input type="radio"/> Thursday, April 25, 2019
<i>Sponsorship Then & Now: The Things That Never Change and the Things That Already Have</i>
Gail Alofsin, Director of Corporate Partnerships & Community Relations, Newport Harbor Corporation, Newport, RI | <input type="radio"/> Thursday, November 21, 2019
<i>Infuse the "New"!</i>
Ted Barood, CFEE, President, Norfolk Festevents, Norfolk, VA |

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

Once your registration has been submitted, you will receive an email from the IFEFA confirming that you have been registered for the Webinar. The week 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, 2 days before the Webinar and 2 hours before the scheduled Webinar.

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.