



# industry perspective

## ie: the business of international events magazine

In each issue of "ie" magazine, IFEA's industry-leading magazine, profiles of IFEA member festivals and events are highlighted. These profiles, called Industry Perspectives, encourage dialogue among IFEA peers by sharing event statistics and insights such as the number of volunteers to events major expenses. This information exchange helps us to better understand the makeup of events taking place worldwide. Please take a few minutes to complete the questionnaire using a separate sheet of paper if necessary, and email it back to [nia@ifea.com](mailto:nia@ifea.com) at the IFEA, so that we can highlight your event in an upcoming issue of "ie" magazine.

### CONTACT INFORMATION

Contact Name: \_\_\_\_\_  
 Event/Organization Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State/Province: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_

### INDUSTRY PERSPECTIVE QUESTIONS:

Dates: \_\_\_\_\_  
 Attendance: \_\_\_\_\_  
 Budget: \_\_\_\_\_  
 Annual duration: \_\_\_\_\_  
 Number and types of events: \_\_\_\_\_  
 Number of volunteers: \_\_\_\_\_  
 Number of staff: \_\_\_\_\_  
 When established: \_\_\_\_\_

#### Major revenue sources by percent (if more attach separate sheet):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_

#### Major expenses by percent (if more attach separate sheet):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_

#### Type of Governance

501 (c) 3     501 (c) 4     501 (c) 6  
 **Board of Directors**  
 Number of Directors: \_\_\_\_\_  
 **Independent Board of Directors**  
 Number of Directors: \_\_\_\_\_  
 By Municipality  
 By Agency  
 Other \_\_\_\_\_

**IN ADDITION TO THE ABOVE,** please provide the following information on a separate sheet of paper.

- **BRIEF HISTORY:** Please provide a brief history of your event. Up to 500 words.
- **OTHER INTERESTING DETAILS:** Please provide any other interesting details about your event. Up to 300 words.
- **EVENT IMAGES:** Please provide 2-3 professional photos of your event and/or your event logo.