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Ease and Convenience

IFEA provides everything you need to host a Sponsor Forum, including invitation templates, wrap-up materials and host implementation strategies and timeline. An IFEA moderator will facilitate the Forum using our training program and networking activities that are filled with innovative activation ideas, successful case studies and customized networking activities.

Sponsor Take Aways

- Scores of new ideas and strategies to better activate their sponsorship.
- An increased awareness of non-cash assets that can be harnessed to add impact to the sponsor/event partnership.
- Chance to explore business-to-business and cross-promotional opportunities with fellow event sponsors.
- Proven techniques to measure sponsorship efficiency and sales increases.

Program Cost

\$2,000, plus moderator travel-related expenses. The host event will provide the venue and basic AV equipment and is responsible for any food and beverage or entertainment functions related to the Sponsor Forum as designed and desired for your event.

Getting Started

For more information about this IFEA program, please contact one of our Business Development Directors:

Ira Rosen, CFEE • 732-701-9323 • ira@ifea.com

Penny Reeh, CFEE • 830-997-0741 • penny@ifea.com



Continued education and learning is the cornerstone of any successful event, but the cost to bring your entire staff and key volunteers to multiple training events can be prohibitive. Let the IFEA bring its educational offerings straight to your front door with its new line of educational workshops and presentations. Each of our wide range of industry topics is designed as a stand-alone presentation, but can be combined with others to provide a comprehensive and customized day(s) of training. The IFEA staff will work with you to assess your education needs and tailor a customized curriculum to take your organization to the next level, without ever leaving home.

Customize a program specifically for your staff and volunteers or partner with neighboring communities and events to share costs on a regional program.

Host Responsibilities

- Venue for the training event.
- Any required/desired food and beverage.
- Travel-related expenses for speaker(s).
- Marketing cooperation.

IFEA Responsibilities

- Marketing support for your program using our extensive database, as desired.
- Speaker selection and curriculum development support.

Program Cost

The cost of a customized training event is \$2,500 for a half day and \$5,000 for a full day, plus any speaker travel-related expenses.

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Perspective (per spek' tiv) – the ability to see things in a true relationship.

Event planners face constant deadlines to sell sponsorships, direct operations, conduct marketing campaigns, inspire volunteers and manage budgets, leaving little time for the creative process. Sometimes all we need to speed along or enhance a project is some fresh perspective.

IFEFA's new Materials Review service offers you that fresh perspective by conducting a professional peer review of any materials or programs that you may be developing. Simply send us your draft copy and we will review it with a team of experienced industry professionals, make suggestions and recommend relevant resource materials.

What Can We Review?

- Brochures and other Printed Collateral Materials
- Websites/online Marketing Campaigns
- Sponsorship Solicitation Materials/Proposals
- Operations Guidelines
- Volunteer Manuals
- Employee Manuals
- Requests For Proposals
- Or simply call us and ask!

Program Cost

Prices will be quoted based upon the scope of each project. Please allow 30 days for the completion of the review.

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PHONE CONSULTATION



Membership in IFEA has always meant that help is only a phone call away and our new Phone Consultation Service is broadening the scope of on-demand expertise available to you. IFEA has assembled a team of leading event specialists that are available to provide advanced phone consulting for virtually any need you may have.

Of course, IFEA is still available on a daily basis to answer your general questions and guide you to available resources at no cost. Our Phone Consultation Service is designed to meet your more advanced needs and to deliver the best personalized advice in the industry when you need it.

Program Cost

An IFEA Phone Consultation package provides 10 hours of pre-paid advanced telephone support for \$1,000. The 10 hours must be used within one year of the date of purchase and can be used in half-hour increments. After conducting an initial needs interview an IFEA staff member will schedule your first (and subsequent) phone consultation(s) with qualified industry experts that can answer your specific questions and provide solutions for those needs.

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Whether you are a community looking to create an all-new event; a tourism bureau or organization looking for guidance on policy creation or fulfillment; an event looking to upgrade your children's area or add a parade; a board looking to turn-around a faltering event; a corporation looking to create an event sponsorship assessment system; a municipality trying to build an event management department or guidelines; or any other unique need that you may have; the IFEA can put together a customized and cost-effective team of leading industry experts to meet your needs. Call us and let's talk about how we can help you meet your challenges... whatever they may be.

Program Cost

Prices will be quoted based upon the scope of each project and will include any necessary travel-related expenses and materials.

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Would you like your festival/event/organization to...

- Achieve organizational clarity?
- Define actionable priorities?
- Create a sustainable strategic vision?
- Build better partnerships and enhance teamwork?

If you answered yes to any of these questions then your event is a star candidate for IFEA's Professional Facilitation Services! Let the IFEA provide a trained facilitator for your next board retreat, community visioning exercise or team-building event. You define the agenda, involved stakeholders and timeframe and an IFEA facilitator develops the methodology and provides the objectivity to lead your group through productive discussions to yield the desired outcomes.

Program Cost

The cost of Professional Facilitation Services is \$1,000 per day, plus travel-related expenses. Additional research required prior to the event will be billed at a cost of \$100 per hour.

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Professional Certification is an important step in the career track of leaders in all industries. It enhances professional stature among ones peers; recognizes those who have gone beyond expectations to be the best that they can be; makes a statement to those with whom we do business; provides a leveraged position from which to negotiate and build career success; and sets higher standards for our industry.

The IFEA's Certified Festival and Events Executive (CFEE) program was founded in 1983 to provide an opportunity for industry professionals to achieve those goals. Since its founding, the CFEE program has evolved significantly along with our industry and the new expectations and standards that have come to be expected by all those who are impacted by our field. Now we have continued that evolution to better meet the needs of those professionals to whom time and financial resources are a premium and, as a result, are pleased to offer to those in our industry the "CFEE FastTrack Certification Program".

Working with partner/presenting organizations who have a stake in the success and professionalism of the festivals and events industry, the IFEA's "CFEE Fast-Track Program" provides the same high-level curriculum (presented by a faculty of the leading experts in our field), the same skills assessments, the same elective and educational requirements, and above all, the same professional recognition as our pre-existing CFEE Certification Program, but at a fraction of the time, travel and costs!

The "CFEE FastTrack Program" is designed for completion by participants around timeframes ranging from six to eighteen months. During the chosen condensed time period, the IFEA will present our complete CFEE core curriculum seminars, in two blocks of 3 days each, including:

- Sponsorship/Sponsorship Service
- Non-Sponsorship Revenue Programs
- Marketing/Media Relations
- Administration/Management
- Human Resources
- Operations/Risk Management



Each of the six (6) core curriculum seminars include a full day of professional education in specific topical areas, led by some of the most successful event professionals in our field today. Additionally, opportunities to complete all other CFEE program requirements are provided to participating event professionals during the agreed upon timeframe*. These include:

- Elective Requirements
- Professional Seminar/Conference Attendance
- Professional Publication
- Speaking Presentations
- Final Professional Assessment by the IFEA Academy of Event Education

Following the attainment of professional certification, the IFEA provides each participant with a framable document attesting to their accomplishment and will work with each new CFEE professional to coordinate media releases to pre-identified local, regional and industry news sources.

Best of all, through the support of our sponsor/partner organizations in each area, the IFEA is able to offer the “CFEE FastTrack Program” at a total investment per participant of \$500 (not including travel expenses, if any), plus appropriate level IFEA membership fees if not already a member. Normally, all required certification requirements would run close to \$2,000, plus travel expenses, if any.

The presenting sponsor/partner organization of the “CFEE FastTrack Program” gets positive exposure to and appreciation from the best and brightest upcoming professionals in our field, in addition to the valuable returns from raising the level of professionalism within event organizations and individuals who have the ability to directly effect tourism, economic impact and the overall quality of community life on many different levels.

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In uncertain times we must often take steps to blow our own horn and remind those whose support we depend upon, of the important economic and social value that our festivals and events bring to the communities we serve. Economic Impact Studies have been available for many years, but have taken on a new importance in today's market. Having a credible and current economic impact study can:

- Increase perceived value and credibility by all stakeholders
- Provide valuable and quantified data that can be shared with sponsors and other supporters
- Provide reliable data on which to base future marketing and programming decisions
- Provide benchmark data from which to track the long range changes and economic health of your event.

Unfortunately, this critical resource, especially with credible credentials, is often financially out of reach for most events even in a good economic environment. Recognizing this challenge, the IFEA has created a cost effective, industry credible program to provide Economic Impact Studies at a budget-accessible investment.

Easy, Complete and Credible

IFEA will work with your event to compile pertinent data necessary to interpret local data; create on-site survey instruments to collect information directly pertinent to the study and helpful to other critical programs and efforts by your event; determine appropriate sample sizes; develop guidelines, schedules and oversee volunteer survey team training; supervise and monitor on-site data collection during your event; compile and analyze the collected data; and provide a written Economic Impact Summary Report within 5 weeks of your event's conclusion.

The final report will be provided under the banner of the International Festivals & Events Association (IFEFA), lending the credibility and weight of "The Premiere Association Supporting and Enabling Festival and Event Professionals Worldwide" to your results.

Program Investment

The investment for an IFEA Economic Impact Study is \$5,000, plus any direct (and approved) travel and study related expenses. Special circumstances, multiple events, etc. may affect the final investment.

Getting Started

For more information about this IFEA program, please contact one of our Business Development Directors:

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Getting Started

For more information about this IFEA program, please contact:

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