

# TAKE ADVANTAGE OF IFEA'S PROFESSIONAL PRODUCTS AND SERVICES

In response to the current changing industry marketplace, the IFEA has created a menu of cost-effective programs and resources that can help your event or organization succeed even in turbulent times. With IFEA as your partner you can rest-assured that you have a recognized and credible partner who uniquely understands your challenges, needs and your budget! Best of all, as the global leader in our industry, the IFEA has unique access to the top professionals in our field, who make up our team based upon the specific needs of each project.

Take a moment to consider how you could maximize your return by using the following IFEA professional products and services:

## ECONOMIC IMPACT STUDIES



In uncertain times, we must often 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. Having a credible and current economic impact study can do just this, in addition to increasing credibility with stakeholders, providing quantified data to sponsors, presenting reliable data to base future marketing and programming decisions and much, much more.

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, 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 and provide a written Economic Impact Summary Report within 5 weeks of your event's conclusion. (See complete program description for full details.)

Learn more about this program at: [www.ifea.com](http://www.ifea.com)

## IFEA SPONSORSHIP AUDIT



Are you getting the most out of your sponsorship program? Is your sponsorship program performing at its peak or could it be strengthened? Have you identified and valued all of your sponsorable benefits and assets; or is their valuable 'real estate' going untapped?

Have you been so busy recruiting, servicing and retaining the sponsors you have that you haven't had time to step back and evaluate your overall sponsorship program to see if there is room for improvement? If all of these questions have left you with even more questions, it may be time for an IFEA Sponsorship Audit!

### Easy, Complete and Credible

With IFEA's Sponsorship Audit, our sponsorship expert will spend a full day with you, on site, analyzing and evaluating your available sponsorship opportunities, your sponsorship sales materials, your property assets and all aspects of your sponsorship program and processes to ascertain where it is working for you, where and how it can be improved, and how it could ultimately provide greater impact on your bottom-line.

### Audit Results

At the conclusion of the audit, our sponsorship evaluator will present both written and oral recommendations on how to enhance your property's sponsorship revenue stream through improved ROI and dollar-valuations of your benefits and packages.

Learn more about this program at: [www.ifea.com](http://www.ifea.com)

## SPONSOR SUMMIT



In uncertain times, only the strongest business relationships survive. Strengthen the partnerships you have built with your festival's sponsors by hosting an IFEA Sponsor Summit. When sponsors have to make difficult resource allocation decisions, they will remember the sponsor

properties that gave them the tools and ideas they need to gain even greater value from their sponsorship investment.

### Ease and Convenience

IFEA provides everything you need to host a Sponsor Summit, including invitation templates, wrap-up materials and host implementation strategies and timeline. An IFEA moderator will facilitate the Summit 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.

Learn more about this program at: [www.ifea.com](http://www.ifea.com)

## SAFETY AUDITED EVENT



Protect and enhance your event's reputation by making a clear statement to everyone that you have gone the extra mile in the pursuit of safety and security.

This specialized audit conducted by qualified global safety and risk management professionals, allows you to benchmark your systems against host country and global standards, and across multiple areas of health, safety and risk mitigation.

Festivals and events are a unique operational environment that can't be templated through a standard audit approach. The IFEA brings to the table Event Auditors with direct hands-on event experience, coupled with professional industry qualifications that guarantee a robust, high-integrity process that will withstand scrutiny from every level.

### Available in Multiple Stages

There are three stages available in the program with Stage One being a table-top audit and the mandatory requirement to achieve 'Safety Audited Event' certification. Stages Two and Three are optional, allowing for an increasingly higher level of assurance to be achieved.

The Safety Audited Event program is the only Safety Audit endorsed by and provided through the International Festivals and Events Association (IFEA World).

Learn more about this program at: [www.ifea.com](http://www.ifea.com)

## ON-SITE CONSULTATION/ PROJECT TEAMS



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.

Learn more about this program at: [www.ifea.com](http://www.ifea.com)

## TRAINING PRESENTATIONS



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.

Learn more about this program at: [www.ifea.com](http://www.ifea.com)

## PROFESSIONAL FACILITATION SERVICES



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.

Learn more about this program at: [www.ifea.com](http://www.ifea.com)

## MATERIALS REVIEW



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.

IFEA'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!

Learn more about this program at: [www.ifea.com](http://www.ifea.com)

## PHONE CONSULTATION



Membership in IFEA has always meant that help is only a phone call away and our 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.

Learn more about this program at: [www.ifea.com](http://www.ifea.com)

## GETTING STARTED

For more information about any of the above or other IFEA programs and services, please contact:

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