



**REGISTRATION CONTACT INFORMATION**

IFEA/FEO Member Number \_\_\_\_\_

Webinar Participant: \_\_\_\_\_

Webinar Participant Email: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State/Province, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

**PURCHASE INFORMATION**

	IFEA Member Association Alliance	FEO Member	Non IFEA Member	Total
Individual Webinars: _____ Quantity X	<input type="checkbox"/> \$59 (USD)	<input type="checkbox"/> \$79 (USD)	<input type="checkbox"/> \$99 (USD)	_____
<b>Purchasing Webinars in Bulk:</b>				
BUY 3 Webinars and Receive 1 FREE (Up to \$99 in savings)	<input type="checkbox"/> \$177 (USD)	<input type="checkbox"/> \$237 (USD)	<input type="checkbox"/> \$297 (USD)	_____
BUY 5 Webinars and Receive 2 FREE (Up to \$198 in savings)	<input type="checkbox"/> \$295 (USD)	<input type="checkbox"/> \$395 (USD)	<input type="checkbox"/> \$495 (USD)	_____
BUY 10 Webinars and Receive 5 FREE (Up to \$495 in savings)	<input type="checkbox"/> \$590 (USD)	<input type="checkbox"/> \$790 (USD)	<input type="checkbox"/> \$990 (USD)	_____

**PAYMENT INFORMATION**

Select method of payment:  **Check** (make check payable to IFEA in U.S. funds)  **Visa**  **MasterCard**  **American Express**

Print Cardholder Name: \_\_\_\_\_

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Expiration Date: \_\_\_\_\_ CVN Code: \_\_\_\_\_ (MC/Visa-3 digit code back) (AMX-4 digit code front)

**AVAILABLE WEBINAR TOPICS**

**Please select from the following on-demand webinars.**

Once your Webinar on Demand registration has been processed, you will receive an email from the IFEA that will include a link for your particular webinar (s) so you may download and watch at your convenience. You will also receive any accompanying PowerPoint presentation, outline or notes handed out during the Webinar.

Links to Webinars On Demand are open for 7 days after the day you receive it.

If you are ordering more than one Webinar on Demand and would like to space the time between when you receive each of them, please place the date you'd like to receive the Webinar on Demand next to each Webinar you are ordering.

Please select the Webinars you wish to purchase – indicating the date you wish to receive each Webinar in the space provided. Descriptions for each Webinar On Demand can be found at [www.ifea.com](http://www.ifea.com).

**Receive Date**

**Economic Impact Webinars**

- \_\_\_\_\_ Achieving Sponsorship Excellence: 7 Keys to Making Sponsorship 'Work' Long Term – Gail Alofsin
- \_\_\_\_\_ Conducting an Internal Audit of Your Event – Tom Kern
- \_\_\_\_\_ Cultivating Powerful Partnerships with Corporations – Gail Bower
- \_\_\_\_\_ Cutting-Edge Activation Programs for Festivals and Events - William Chips
- \_\_\_\_\_ Five Fatal Flaws of Selling Sponsorship & How to Overcome Them – Bruce Erley, CFEE, APR
- \_\_\_\_\_ Maximizing Non-Sponsorship Revenue – Becky Genoways, CFEE
- \_\_\_\_\_ Membership Has Its Privileges – Upgraded Event Experiences That Boost Your Budget – Becky Genoways
- \_\_\_\_\_ Rock Star Strategies for Sponsorship Success – Stephanie Donoho, CFEE
- \_\_\_\_\_ Rock Star Strategies for Sponsorship Success – Part II, Best Practices for Sponsorship Activation and Engagement, Stephanie Donoho, CFEE
- \_\_\_\_\_ Sponsorship Reality Check - Chuck O'Connor, CFEE
- \_\_\_\_\_ Strategies, Tactics and Attitudes to Keep Selling Sponsorship During Tough Times – Bruce Erley, CFEE
- \_\_\_\_\_ Writing Sponsorship Proposals That Sell – Bruce Erley, CFEE

**Receive Date**

**Current Industry Issues & Trends Webinars**

- \_\_\_\_\_ #Whippersnappers: Marketing Your Community Event in Today's Multi-Generational World - Sean King
- \_\_\_\_\_ Bells & Whistles: Understanding and Choosing the Best Social Media Tools for Your Event – Carla Pendergraft
- \_\_\_\_\_ Building Blocks of Brand – Sean King
- \_\_\_\_\_ Cheers!" Tapping into Your Full Revenue Potential With Alcohol Sales – Paul Jamieson, CFEE
- \_\_\_\_\_ Enhancing Sponsorship ROI – Using New Technologies to Connect Your Audiences and Sponsors – Bruce Erley, CFEE, APR
- \_\_\_\_\_ Fully Connected: Maximizing Your Use of the Latest Online Social Media Technology” – Carla Pendergraft
- \_\_\_\_\_ Having History Repeat Itself! (The Good Parts) - Ted Barody
- \_\_\_\_\_ How to Use Your Website to Build Event Attendance – Moving Visitors into Action – A Website Clinic” – Bruce Lupin
- \_\_\_\_\_ Intro to Social Media for Festivals and Events – Carla Pendergraft
- \_\_\_\_\_ Leveraging the Internet to Market Your Event: An Event-centric Focus on Search Engines – Bruce Lupin
- \_\_\_\_\_ Mobile Marketing: Best Practices to Maximize Revenue and Deliver Goods – Chuck O'Connor, CFEE
- \_\_\_\_\_ Online Event Marketing: New Tricks, Tools and Techniques to Make Your Event a success - Doug Rasch
- \_\_\_\_\_ Online Resources to Improve Your Marketing and Your Life – Kendra Wright
- \_\_\_\_\_ Practical Advice for Promoting Events Online – Doug Rasch
- \_\_\_\_\_ Signal Strength – Building Trusted Media Relationships – Jeannie McFarland Johnson
- \_\_\_\_\_ Social Media: The New Market – Corrine Zawaduk and Brittany Gilchrist
- \_\_\_\_\_ Sponsorship Revenue, Promotions and Increased Event Attendance . . . There's An APP for That! – Paul Jacobs
- \_\_\_\_\_ The Art of Being Green – Tia Christiansen
- \_\_\_\_\_ The Best 25 New Ideas for Online Marketing - Kendra Wright
- \_\_\_\_\_ The Powerful Returns of Developing (and Continuing) an Educational Program as Part of Your Event - Valerie Grudzien
- \_\_\_\_\_ The Ten Most Important Things You Can Know/Do to Increase Non-Sponsorship Revenue – Becky Genoways
- \_\_\_\_\_ The WOW Factor! It's Not Just An Event - It's An Experience – Ken Ashby and Maris Segal
- \_\_\_\_\_ Trends and Techniques in Food and Beverage Programs – Domenick Fini
- \_\_\_\_\_ Tweens and Twenty's Market - Ted Barody
- \_\_\_\_\_ Who Knows You? Power Marketing! Formulating Winning Marketing Strategies – Gail Alofsin
- \_\_\_\_\_ Working with the Media – Get What You Want by Giving Them What You Want – Jeannie McFarland Johnson
- \_\_\_\_\_ You've Got to be Seen Green – Mike Berry, CFEE



**Receive Date**

**Creativity / Innovation Webinars**

- 60 Ideas in 60 Minutes – Gail Bower
- Branding for Your Festival & Event – Ira Rosen
- Designing Your Eventgoers' Experience – Gail Bower
- First Impressions: Understanding the Uses and Power of Decorations – Pete Van de Putte, CFEE
- From Outsider to Insider: Creating Festival Fans – Gail Bower
- Keeping Your Event Fresh – The Creative Process – Ira Rosen
- Maximum Creativity with Minimum Costs – Mary Ann Dilling, CFEE
- Merchandise 101: Kick Starting a Merchandising Program Built for Results – Stephen King, CFEE
- Merchandise: Finding the Balance That Best Fits Your Event – Bridget Sherrill & Jennifer Morgan

**Receive Date**

**Leadership/Management Webinars**

- Accessible Festivals – Including People with Disabilities Laura Grunfeld, MA
- Beyond Your Local Bands – Taking the Next Step in Booking Entertainment – Paul Jamieson, CFEE
- Budgeting for Your Event – Jeff Curtis
- Building a Business Plan for Future Success – Penny Reeh, CFEE
- Building a Constructive Board-Staff Partnership – Mitch Dorger
- Building a Strong Educational Component into Your Event – Randy Blevins
- Buy & Use Entertainment More Effectively & Generate More Revenue – John Owens
- Emergency Plans: What's Your Level of Preparedness? – Terry Powers
- Critical Voice: Dealing with the Media During a Crisis – Mike Berry, CFEE & Gary Stinson
- Engaging Youth at Your Event: New Answers to an Age Old Challenge – Ken Ashby & Maris Segal
- Events Central: A New Age of Partnership & Policy in Municipal Events – Delores MacAdam & Mark Ford
- Everyone Hates Lawyers Until You Need One – Legal Basics 101 for Festivals & Events – Jeff English, CFEE
- Meeting Your Sponsors CSR Objectives through Sponsorship Platforms - Bruce Erley, APR, CFEE
- Praise the Lord and Pass the Ammunition! A Review of Hot Legal Topics Facing Festivals and Events - Jeff English, CFEE
- Project Management for Festivals & Events –Becky Genoways, CFEE
- Re-Configuring the Norm – Jeff Curtis
- Risky Business: Event Planning for Everyday Concerns and Realities - Dr. Vern Biaett, Jr. CFEE
- Run It Like A Business: The Keys to Successful Event Financial Management – Pam Sartory
- Sponsorship Activation – The Secret of YOUR Success! - Gail Alofsin
- The Charitable Impact of Festivals & Events: It's Not Just About Corn Dogs & Cokes Anymore, You Also Need to Show 'em You Care! - Jeff English, CFEE
- The Dirty Dozen of Board Governance: Overcome These Common Mistakes to Improve Board Governance – Mitch Dorger
- The Foundations of Leadership: They KNOW it When they SEE it – Gail Alofsin
- The Nexus Between Risk Management and Your Event Security & Safety Management Plan – Peter Ashwin
- The Role of the Board – Inside & Outside of the Board Room – Mitch Dorger
- Volunteer Management – Best Practices 101 – Florence May
- Volunteer Management: Navigating Communication Chaos – Joelle Baugher
- Volunteer Programs and Management on a Citywide Scale - Christine Nardecchia
- Volunteers: The Greatest Generation, Baby-Boomers and the Gen-X Crowd – Penny Reeh
- What Could Possibly Go Wrong With That? Taking a Proactive Approach to Event Protection & Liability - JD Linn - Andrew Vandepopulier

**Receive Date**

**Time Management Webinars**

- Eat A Frog For Breakfast – Remarkable Time Management – Gail Alofsin