



EVENT INSIDER

What Makes the *IFEA Event Insider* News?

We are pleased that the new *IFEA Event Insider* has quickly proven to be our most popular and highly read on-line information source. Since its inception, we have been asked how the stories are chosen for each edition of the *Event Insider*.

Each week the IFEA staff, together with the *Event Insider* publication team at MultiView, review the leading global stories covering the festivals and events industry from over 1500 news sources around the world. We then look at which stories are reporting the highest readership/viewership by the general public. We look for trends, issues and coverage that reflect what the media is focusing on vs. the multitude of stories about the local schedule of activities for events in any given community.

Often times we, like many of you, feel like there is an overwhelming amount of 'negative' news. In other weeks, it may feel like everything is sugar-coated. It is important to note that we do our very best to provide a balanced picture of what others – your sponsors, cities, volunteers, staff, media, et.al. – are being exposed to and, in many cases, reacting and responding to. In some stories you will notice that the IFEA is often contacted and quoted by the media as the global industry resource and, in those cases, we try to provide both a realistic, yet positive and forward-looking image of our common industry.

We hope that the *IFEA Event Insider* will be used as a tool to help keep you - as our industry leaders - quickly updated, aware of both the challenges and opportunities around us, and able to respond within our own organizations and events in a way that allows us to avoid potential pitfalls and leverage positive trends to our benefit. As one IFEA member commented: "If you don't understand the good, the bad and the ugly, you cannot respond from a fully-informed position."

Many of you have submitted articles and stories to us that you feel others should be aware of. We appreciate the extra set of professional eyes and welcome your input. If you have an article that you would like to forward to us, please send it to nia@ifea.com.