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Cancelling Events Does Not Mean Cancelling Relationships

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And the Gold Pinnacle for the "Best Cancellation of an Event" goes to... No one in our industry has ever seen anything like this before. After we emerge from the Five Stages of Grief what can we say we have learned? Since March, CSG has had to manage and renegotiate dozens of sponsorships in the midst of postponements, rescheduling and the cancellation of consumer shows, festivals, bike rides, conferences and concert venue seasons. Along the way, we've learned a great deal and discovered a number of strategies to preserve and potentially grow sponsor relationships even as we cancel events.

Bruce L. Erley, CFEE, APR is the President and CEO of the Creative Strategies Group, a full-service sponsorship and event marketing agency based in Denver, Colorado which he founded in September, 1995. Creative Strategies Group (CSG) specializes in sponsorship and event marketing consultation as well as forging partnerships between corporations and events, festivals, nonprofit organizations and other properties. In 2012, Erley served as the World Board Chairman of the International Festivals & Events Association (IFEA). He is a 2015 inductee into the IFEA Hall of Fame. He is Accredited in Public Relations (APR) by the Public Relations Society of America and a Certified Festival & Events Executive (CFEE) by the International Festivals and Events Association.

