

2020 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Thursday, January 30, 2020
Effective Sponsor Activations & Pop-Ups
Bruce L. Erley, CFEE, ARP
President & CEO, Creative Strategies Group
Denver, CO



Brand experiences and attendee engagement are driving sponsorship decisions. Organizers must provide the platforms, opportunities and a creative attitude in assisting sponsors to create meaningful activations. This webinar will include key promotional strategies you should employ to assist your sponsors plus a variety of case studies on successful sponsor promotions and engagement activities.

Bruce L. Erley 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.

Length: 60 Minutes

Webinar On Demand will be sent as an online link along with any supporting document provided.

All IFEA Webinars must be purchased and viewed within the same calendar year.

Questions: Contact Nia Hovde, CFEE, Vice President/Director of Marketing & Communications at Email: nia@ifea.com
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