

2020 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Adding to Your Community Engagement Toolkit with Creative Placemaking

Sean King

**Principle, Aspire Consulting Group
Allentown, PA**



Over the past 5 years, the Cultural Coalition of Allentown has introduced the concepts of creative placemaking and the creative economy to the business, government and artistic leaders of the region and has grown from a budget of \$0 to potentially \$350,000 in 2020 projects. The session will take attendees through the highs and lows of educating your community on the elements of the creative economy to build a sustainable implementation strategy incorporating festivals, events and other projects. Session participants will learn tips and techniques needed to build a community-wide program including issues such as Diversity, Equity, Inclusion, Accessibility, Funding / Financial impacts from Creative Placemaking Initiatives, Economic development, and Youth opportunities.

Sean King is a Principle at Aspire Consulting Group in Allentown, PA and has been consulting with small businesses and non-profit organizations for over 20 years. He also blogs regularly at www.artsmarketingblog.org. You can follow Sean on Twitter @skingaspire or contact him at: sking.aspire@gmail.com.

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

Email: nia@ifea.com or Phone: +1-208-433-0950 ext: 8140.