

2020 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Building Your Brand, Attracting Your Audience & Making the Most of Every Dollar!

**Ellesor Holder, CFEE
Marketing Strategist
South Carolina Festival of Flowers
Gray Marketing & PR
Greenwood, SC**



This Webinar will provide proven marketing tactics and actionable tips for getting the most out of your marketing resources, budget and relationships. You'll be introduced to effective and award-winning strategies that get people talking, engaging and attending your event, no matter how big or small.

Ellesor Gray Holder, CFEE is a marketing strategist that works with clients to develop and execute their offline (traditional marketing) and online promotional programs. She is also a Certified Festival and Events Executive through the International Festival and Events Association. She has an extensive background in advertising, marketing and public relations. Most recently, she was Executive Director for the South Carolina Festival of Flowers where she made her mark by rebranding, winning industry awards and achieving record numbers. She now runs Gray Marketing & PR where she assist clients with branding, implementing comprehensive marketing strategies, website development and social media integration.

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

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