

# 2020 IFEA WEBINAR SERIES



## IFEA Webinar on Demand

**Don't Walk Away from Money on the Table:**

**Revisiting Your Revenue Streams**

**Becky Genoways, CFEE**

**President**

**Genoways Events**

**Rockford, IL**



*Far too often we are focused on chasing the money that we don't control. In this important session we'll visit those areas that you do control and how to use some common sense approaches that can result in substantial dollars being added to your bottom line. Take the time today to ensure that you are not leaving money on the table.*

**Becky Genoways, CFEE** is a 30-year veteran of the festivals and events industry, a Certified Festival & Event Executive (CFEE), past Chair of the International Festivals & Events Association World Board of Directors and a member of the IFEA Hall of Fame. She is a leading industry consultant, educator and producer. Becky has produced events of all sizes, from a local market with weekly attendance of 3,500 to a major music festival that attracted over 300,000 people. She is the former President and CEO of On the Waterfront, Inc., a multiple-event production company located in Illinois. Her current projects include overseeing the food and beverage programs for the Saint Louis Art Fair and Fair Saint Louis, executing the beverage program for the Sausalito Art Festival, and managing the volunteer, food, merchandise and beverage programs for Memphis in May International Festivals. Her main areas of focus are maximizing revenue and enhancing the event experience. Becky has presented numerous professional training seminars and Certified Festival and Event Executive programs throughout North America, in the Middle East and New Zealand and teaches at the IFEA/NRPA Event Management School annually.

**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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