

2020 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Go Bold or Go Home: Get the Most from your Merchandise Program
Stephen King, CFEE
Executive Director
Des Moines Arts Festival
Des Moines, IA



Merchandise programs can be about slapping LogoFest on the back of a t-shirt. Or, they can be about revenues and brand advancement. With an eye towards fundamentally changing the way you think about and execute your merchandise program, this session will explore how to add dollars to your bottom line and prestige to your brand.

Stephen M. King, CFEE, is the executive director of the Des Moines Arts Festival® in Des Moines, Iowa and currently serves on the IFEA World Board of Directors. He chaired the organization in 2017. Projects throughout his career in events have garnered more than 300 industry awards from organizations like the IFEA, TFEA, and the International Downtown Association. Before turning his full attention in July, 2011 to the Des Moines Arts Festival, King led the Downtown Events Group from 2006-2011, served as President/CEO of Celebrate Fairfax, Inc. in Fairfax, VA and was the Director of the festivals and events division of Downtown Fort Worth, Inc. in Fort Worth, Tx, where he produced the MAIN ST. Fort Worth Arts Festival. Stephen also is a past director of the National Association of Independent Artists, IFEA Foundation Board of Directors, and is a founding member of ZAPPLication™, the art fair industry's universal online application system. King is a regular speaker and contributor to the various festival, event and sponsorship conferences and conventions and faculty member of the IFEA/NRPA Event Management School.

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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