

2020 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Location, Location, Location

The Critical Impact of Event Space and Protecting Yours

Keli Wenzel O'Neill, CFEE, President & CEO,

O'Neill Marketing & Event Management, Kansas City, KS

Jim Holt, CFEE, President & CEO,

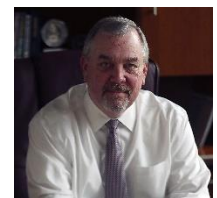
Memphis in May International Festival, Memphis, TN

Especially for long-running events, but even for some shorter-run festivals, sporting events, and others, it is easy for both stakeholders and attendees to quickly get 'settled in' to their site. A known commodity, with anticipated repetition that allows us to focus more of our creativity, time and resources on programming, F&B, decorations, et al., is a plus for everyone. So what happens when someone decides that your site is no longer your site, or to 'rearrange things' in a way that negatively impacts your event, attendance, revenues and more? Come hear from two events that have found themselves in just such a scenario, weigh both the positives and the negatives, and the emphasize the importance of thinking ahead to protect your own location and needs.

Keli Wenzel O'Neill, CFEE is the President/Managing Partner of O'Neill Marketing & Event Management. She is the creator and orchestrator of many of Kansas City's most successful civic, corporate and entertainment events. She serves as the founding Executive Director of the highly successful Kansas City Irish Fest. She is co-founder and Producer of the Jiggle Jam Family Music Fest, as well as executive producer of Boulevardia Craft Beer and Music festival and Kansas City RiverFest (KC's largest Independence Day Celebration). Other recent projects include VIP coordination for Amway Global Presents the Tina Turner Tour, planning and management for the opening of the National WWI Museum at Kansas City's landmark Liberty Memorial, opening events for the Kauffman Center for the Performing Arts, director of Kansas City's City-Wide Events committee for the 2012 MLB All Star Game, marketing and communication liaison for the Big 12 Championships.



Jim Holt, CFEE has directed one of the United States' largest and most successful annual civic festivals, Memphis in May International Festival, since 1998. During his tenure, Holt has driven organizational and program expansion, generated festival asset growth from \$10,000 to over \$3 million, with an economic impact in 2019 of over \$149 million. Under his leadership, Memphis in May International Festival has received over 200 prestigious Pinnacle Awards from the IFEA. Jim also has been accredited with his Certified Festival and Event Executive (CFEE) from the IFEA in addition to serving on the IFEA World Board of Directors for seven years and chairing the Board in 2014. Prior to joining Memphis in May International Festival, Jim spent nearly two decades in the entertainment industry with Memphis and Nashville agencies and through his own business, promoting and directing headline concerts, special events, music festivals, and managing recording artists and touring properties regionally and nationally.



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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