

# 2020 IFEA WEBINAR SERIES



## IFEA Webinar on Demand

**New Online Priorities: Digital Trends You Can Use**  
**Jessica Bybee-Dziedzic**  
**Partnership Director**  
**Saffire**  
**Austin, TX**



*Is your online presence keeping up with consumer expectations? Are you often left with your head spinning when trying to determine how to spend your time? We'll help you make sense of it all as we discuss some benchmarks and best practices for your website, social media, mobile presence, email marketing and more, and tell you what you should do this year to take advantage of the online landscape. You'll leave with specific priorities and a to-do list for "what to do next."*

Jessica Bybee-Dziedzic has a comprehensive background in online marketing, social media, and website strategy. In 2007, she joined Wright Strategies, managing online projects for clients including KEEN Footwear, Nike and Frito Lay. Two years later, the Wright Strategies team created Saffire, providing events, venues and destinations with websites and ticketing in a simple integrated platform. Today, the Saffire team serves hundreds of clients nationwide. In her spare time, Jessica and her husband pursue their love of films, as co-owners of an indie film production company and annual film festival.

**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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