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2021 CFEE STUDENT WEBINAR SERIES



IFEA CFEE Student Webinar Series On Demand

**Beyond Basic PR
Strategies For Growth
Dave Bullard
Public Relations and Marketing Manager
The Great New York State Fair
Syracuse, NY**

Public relations and marketing are more than press releases these days. This Webinar will explore ways to use the common tools of PR in uncommon ways and will show some uncommon ways of using PR and marketing to help grow your event.

Dave Bullard is the Public Relations and Marketing Manager for The Great New York State Fair in Syracuse, the nation's first and oldest state fair, dating to 1841. He has spent his entire life in and around media, spending many years in print, radio, TV and online media in addition to running a solo PR, marketing and video production business and founding one of the nation's first online-only local news publications in 1999.



Dave is also the moderator for the IFEA PR and Marketing Virtual Affinity Group every 2nd Tuesday of the month and welcomes you to attend their monthly chat. Additionally, Dave is a columnist for IFEA's "ie" Magazine. Be sure to check out his quarterly column, "The PR Shop"!

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 Email: nia@ifea.com