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2021 CFEE STUDENT WEBINAR SERIES



IFEA CFEE Student Webinar Series On Demand

The Experience Equation
How Alignment Elevates Festivals & Events
Doreen Biela, CEM, FMM, CPRP
Special Events Manager
Village of Orland Park
Orland Park, IL

Alignment is a key factor to producing high caliber festivals and events. From the forty-thousand-foot view to the front lines, everyone's efforts contribute or distract from an event's alignment. Learn how to: Create a holistic event approach from strategy to financials; Identify core values your team can measure and align their actions with; Develop aligned team and individual goals; and Understand how a holistic approach plays an integral role in producing results and achieving event goals

Doreen Biela, CEM, FMM, CPRP is the Special Events Manager for the Village of Orland Park, IL where she leads several annual events including the Taste of Orland Park, a three day, forty-thousand participant festival with live entertainment, restaurants, kids' zone, car show, trivia and more. In addition to her government sector experience, Doreen has worked for non-profit organizations and for-profit companies including McDonald's Corporation in their Meetings & Events Department. She has led festivals and events from 50 participants to over 45 thousand. Doreen is a proud member of IFEA, IPRA (IL Parks & Recreation Association) and IAEE (the International Association of Exhibitions & Events) where she served as Chair of the global board in 2012, traveling the U.S. and abroad speaking and representing the organization. Doreen was a founding board member of the Association of Women in Events. She has a Bachelor's Degree in Interior Design from Ray College of Design in Chicago, IL and earned her Certificate in Event Management from George Washington University in Washington, D.C.



Length: 60 Minutes

Webinar on Demand will be sent as an online link along with any supporting document provided.

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Questions: Contact Nia Hovde, CFEE, Vice President/Director of Marketing & Communications Email: nia@ifea.com