



IFEA Webinar on Demand

What Re-Opening Our Events May Look Like and How to Prepare Now for Maximum Success

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National Cherry Festival, Traverse City, MI

In the midst of many challenges that we do not yet control, it is important that we do everything possible to proactively lead, drive and map where we are headed. Understanding that the future will include many new expectations, it is important that we start preparing now for when we may be able to reopen our festivals and events. This committee began to define the new expectations that all events can use to overlay with their formally 'normal' events, with the goal of reimagining how you might put those expectations into place and prepare for the effects they may have on operational plans, as well as financial and human resources.



Jeff English, CFEE is the General Counsel and Corporate Secretary for CLARK Material Handling Company in Lexington, KY. Previously, he served for 13 years as General Counsel for the Kentucky Derby Festival, Inc. and as President of the Kentucky Derby Festival Foundation. After graduating from Washburn University School of Law in Topeka, Kansas in 2004, Jeff worked in politics and practiced law. He was named a member of the 2014 class of Louisville Business First's Forty Under 40.

Length: 60 Minutes

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