



IFEA Webinar on Demand

The When, Why and How Considerations Behind Re-Presenting a Postponed or Cancelled Event

Jeff Curtis, CEO

Portland Rose Festival Foundation, Portland, OR

Alison Baringer English, Executive Director

North Carolina Azalea Festival, Wilmington, NC

As events of all sizes, budgets and histories are placed in the previously unimagined position of having to postpone and/or cancel those events, due to local, state, regional or national COVID-19 safety restrictions, how do we effectively Re-Present those same events to protect our brands, help drive revenues, protect sponsorship values, support our communities, and/or meet other stakeholder obligations. And, acknowledging likely finite staff and fiscal resources, should we? This committee addressed the important considerations involved in assessing next best steps and selected examples of what seems to be working for others reinventing their own wheel.

Jeff Curtis is the Chief Executive Officer of the Portland Rose Festival Foundation, the nonprofit organization that produces one of the world's top special events, the Portland Rose Festival. Originally hired as a sponsorship manager over 20 years ago, and later promoted to Director of Sales & Marketing, Jeff has served as the festival's top exec since 2004. His 15 years as CEO can be most accurately summarized as a period of growth and financial stabilization. The Rose Festival has re-built its reserves, pioneered sponsorship strategies and modified its programming to meet a changing and diverse community. Most recently, Jeff led his team as the Portland Rose Festival transitioned into a series of virtual events, Parading in Place, to continue meeting the needs of a changing community amidst the pandemic, while staying true to the time-honored traditions of the Portland Rose Festival. Jeff is a graduate of the inaugural class of Leadership Portland, and a past Chair of both the IFEA Foundation Board and the IFEA World Board.



Alison Baringer English is the Executive Director of the North Carolina Azalea Festival. She is a Leadership Wilmington graduate of 2013 and was President of the Junior League of Wilmington in 2014-2015. In 2019, Alison was selected into the inaugural class of the WilmingtonBiz 100, an initiative of the Greater Wilmington Business Journal to recognize the top power players, influencers, innovators, and connectors in the region. The Star News selected Alison as a Top 40 Under 40 business leader in 2020. Alison currently serves on the International Festival and Events Association (IFEA) Foundation Board as Chair-Elect and the UNC-Wilmington Alumni Board on the Executive Committee in the role of Secretary.



Length: 60 Minutes

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