

2021 IFEA WEBINAR SERIES



IFEA Webinar on Demand

PIVOT

**Tavi Fulkerson, Founder
The Fulkerson Group
Detroit, MI**



With the changes caused by the pandemic, the event industry has experienced a seismic change in operations, sales, opportunity and focus. Our webinar, called PIVOT, will share creative examples of how the event industry has changed with these shifting and unpredictable times. We will present how major events and the vendors that support them have found innovative ways to change direction and successfully navigate the new unprecedented impact on our industry. Specific pivots will be explored, including how a large-scale global industry event has extensively refocused given rapidly changing market demands; how the world's largest free jazz festival event was able to stage its event virtually creating new revenue streams and a four-fold increase in attendance; how one production company facing closure shifted focus to create new event services with surprising results. Five "pivots" with global impact will be profiled from a wide range of events and event-related companies.

Tavi Fulkerson, the founder of The Fulkerson Group, is well recognized as a sponsorship sales expert with an extensive marketing and public relations background. For more than three decades, The Detroit-based Fulkerson Group (TFG) has built its reputation as a strategic partner of notable, world-class events through a combination of proven success, unmatched relationships and a track record of results. Today, the company occupies a uniquely prominent space in the world of major event sponsorship, raising nearly \$20 million annually for events they represent. TFG's portfolio includes The North American International Auto Show; Motor Bella; The Parade Company, producers of America's Thanksgiving Parade® presented by Gardner-White and the Ford Fireworks; The Chevrolet Detroit Grand Prix presented by Lear; The Detroit Jazz Festival presented by Rocket Mortgage; and the Downtown Detroit Partnership.

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