

2021 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Restoring Customer Confidence
Geoff Hinds, Executive Director
Deschutes County Fair & Expo
Redmond, OR



Join Geoff Hinds, Executive Director of the Deschutes County Fair & Expo as he discusses the current state of consumer confidence, as we return to events during and post-pandemic. This Webinar will include an overview of strategies for events that went forward in 2020 and early 2021, and what we might learn from their attendee response.

Geoff Hinds has over 15 years of diverse experience in Live Event and Event Venue management, and serves as the Director of the Deschutes County Fair & Expo Center in Redmond Oregon. Prior to Joining the Deschutes County Fair & Expo in 2019, Geoff held the roll as Chief Executive Officer at SBC Fair in Southern California, which has overseen operations of both the San Bernardino County Fairgrounds as well as Adelanto Stadium.

Geoff has shared his knowledge and expertise through work on or at many large festivals and events throughout the United States, and has successfully transformed multiple previously struggling into financially viable community centers, through the reduction of expenses and the building of strong teams. In addition, Hinds has served on numerous Fair and Event industry associations and committees including as a current treasurer for the Oregon Fairs Association, and prior roles on the boards of the Western Fairs Association, California Fairs Alliance, and the California Association of Racing Fairs. He was a founding member for the International Association of Fairs and Expositions Young Professional Initiative, and YPI West and has served as a board member for the Tulare Chamber of Commerce, California Association of Racing Fairs, California Fairs Alliance and more. A graduate of Whitter College, Hinds currently lives in Terrebonne Oregon.

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