

# 2022 IFEA WEBINAR SERIES



## IFEA Webinar on Demand

### Maximizing Revenue with Digital Marketing

**Cassie Dispenza**, IFEA Foundation Board, Chair-Elect  
**Vice President of Strategic Partnerships, Saffire, Austin, TX**  
**Mark O'Shea**, Co-Founder, Noise New Media, Nashville, TN  
**Steve Richo**, Co-Founder, Noise New Media, Nashville, TN



Though 2020 was a bit of a bummer, 2021 & now early 2022 has shown incredible pent-up demand for a return to live events! Are you ready to maximize this new consumer engagement & make it easy to do business with your festival? Are you fully leveraging online strategies and digital marketing to get the most bang for your buck? Join a conversation with Cassie Dispenza from Saffire & digital marketing firm Noise New Media as they share lessons from 2021 and detail core strategies that lead to 2x and 3x ticketing revenue growth. We'll share success stories from events that grew this year and talk about how you can keep up the momentum for 2022!

**Cassie Dispenza** is the Vice President of Strategic Partnerships at Saffire. She has extensive experience with online marketing and event planning and has planned strategic events with many companies including the Austin Sports Commission and the United States Olympic Committee. She started working with Saffire in 2011 and since then, the company has grown from supporting a few great organizations in Texas to partnering with hundreds of unique events, venues and destinations across the country. Cassie loves traveling to conferences to share strategic online planning tactics and doesn't mind getting her boots dirty if you see her and need an extra volunteer.

While **Mark O'Shea** is not busy turning the wheels of commerce with Noise New Media, he's out playing rockstars as one half of the award winning musical duo [O'SHEA](#). His wife, Jay makes up the other, much better looking half. His unique artist perspective on digital marketing gives Noise the ability take a more well-rounded approach to New Media. How many other companies do you know that can say that the boss has opened for Keith Urban?

Originally from Connecticut, **Steve Richo** first accessed the Internet through Yale's VAX/VMS in 1995 at 1200bps, long before the advent of the modern World Wide Web. As a network engineer in the Y2K era, he deployed multi-state wide area networks and long-haul wireless connectivity for companies large and small. Steve then co-founded Nashville, TN-based Noise New Media in 2008. Today, Steve's strengths include connecting the dots between social campaigns and ticketing providers; a key contributing factor in proving Noise's impact on ticket sales for over a decade. Known for his patient, zero-buzzword approach to helping clients understand social trends, Steve is a vital resource for promoters and organizations across the country.

**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](mailto:nia@ifea.com)