

# 2022 IFEA WEBINAR SERIES



## IFEA Webinar on Demand

### Social Media and Beyond

David Ramirez

IFEA Foundation Board Member

Senior Marketing Manager

TINT

San Antonio, TX



Social is more vital than ever, but can become an endless task without a clear plan. Make sure your social is driving your marketing goals (and not driving your staff crazy). We'll discuss the types of content and support that are required to fulfill your goals, and how to staff appropriately. We'll consider event timelines to help guide content deployment and how to recycle your best pieces to save time. We'll also look to the new digital horizons to talk about trends like messenger bots, social commerce, NFTs, and the Metaverse(s).

S. David Ramirez is your friendly neighborhood marketing nerd. He leads brand and field marketing at TINT, an enterprise marketing software company. He is the principal at SDMRamirez, LLC, an event and brand marketing consultancy. He is a contributor to the Hootsuite Advanced Social Media Certification Program and the Texas Event Management Institute Certification Program. He is a board member of the International Festival and Events Association Foundation. Occasionally, he's funny; mostly, he's a geek. Talk to him about marketing, media, and anime.

**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)