

2023 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Scaling Your Communications Strategy in 60 Minutes or Less

Meg Cohen

Director of Marketing & Communications

National Cherry Blossom Festival

Washington, DC

With limited resources, carving out time for strategic communications planning can be challenging. Join Meg Cohen, National Cherry Blossom Festival Director of Marketing & Communications, for a hands-on session focused on crafting a communications strategy that works for you and your organization's needs. You'll leave the session with the foundation for a communications plan, plus tips, tools, and templates to help you reach your audiences now and in the future.

***Meg Cohen** is a strategic communication and facilitation professional with expertise in the non-profit, higher education, and association sectors. In addition to her role as Director, Marketing & Communications for the National Cherry Blossom Festival, Cohen is an Instructor for the Social Media Management certificate program at Georgetown University. Cohen earned her undergraduate degree in clinical psychology from Tufts University, and her Master's in public relations & corporate communications and an executive certificate in facilitation from Georgetown University. Originally from Montana, she now lives in Springfield, Virginia with her husband and two daughters.*



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