

2024 IFEA WEBINAR SERIES



IFEA Webinar on Demand

A World Where Cash Isn't King - Navigating New Payment Methods and Strategies

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Vice President Strategic Partnerships

Saffire

Austin, Texas

It may seem like a simpler time when the majority of festival patrons transacted with your event using cash. While cash comes with its own issues, navigating the world of online and in-person credit card payments can be challenging too! You have to deal with payment processors, chips vs. swipes, alternative payment methods, resells and not to mention fraud, which feels like it's completely out of your control! So, what do you need to know to successfully take credit card payments in 2024 and beyond? Join us as we discuss these topics and more for a can't-miss session on earning and keeping more of your revenue!



Cassie Dispenza, CFEE has extensive experience with online marketing and event planning. She has planned events with the Austin Sports Commission, United States Olympic Committee & more. 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 events and venues across the country. She has served on numerous boards and volunteer groups throughout these industries and currently sits on a fundraising board for the International Festivals and Events Association. Cassie graduated from the University of Texas, is a proud Longhorn and lives in Austin, TX with her husband, Adam, her daughter Ruby & her Border Collie, Layla.

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