

2024 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Non-Traditional Revenue: Building a Successful Patron Program

Colleen Murphy, CFEE

Director of Community Relations

Des Moines Arts Festival

Des Moines, Iowa

A successful Patron Program can be a win-win for your guests and your festival. Guests have an elevated experience, and your festival earns needed revenue. In this session, you'll learn the ins and outs of developing a beneficial Patron Program and what to expect as the program grows.



Colleen Murphy, CFEE is the Director of Community Relations for the Des Moines Arts Festival. In this role, she is responsible for the development, execution, and management of fundraising initiatives and marketing/PR efforts to advance the organization. Prior to the Des Moines Arts Festival, Murphy has spent her career developing and producing community events, serving in a variety of roles. In the midst of the events, Murphy spent 8 years focused on tourism marketing at the Iowa Tourism Office and producing their annual tourism conference. Murphy serves on the International Festivals and Events

Association Foundation Board of Directors and is a Certified Festivals and Events Executive (CFEE). She is an alum of Iowa State University and the Greater Des Moines Leadership Institute.

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