

# PRESIDENT'S LETTER

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## FOR THE LOVE OF CITIES AND EVENTS

*"You don't care about sustaining something that you don't love."*

*Peter Kageyama*

*Author, For the LOVE of Cities; Community Development Consultant;  
Grassroots Engagement Strategist; IFEA Opening Keynote Speaker*

*"The best way to predict the future is to create it."*

*Peter Drucker*

*Management Consultant, Educator, Author*

## THE WORLD IS CHANGING. AND IT'S NOT GOING TO STOP.

Our communities are changing; our volunteer base is changing; our city partnerships, boards and employees are changing. Government, media and sponsors are changing. Technology, rules and processes, venues and marketing mediums are changing. The economy is changing. Virtually every stakeholder group and how we serve/service them, partner with them or entertain them is changing. And, sadly, our safety and security considerations are also changing. With all the change going on around us, our events must change as well. In fact, if the world is changing, we need to be an engaged part of the transition team, helping to lead the conversation. As management guru Peter Drucker shared in his observations: "The best way to predict the future is create it."

For more than six decades, the IFEA has been there to help identify and chart the course for our industry to best navigate and manage their way through the universe of challenges and opportunities. To identify changing

trends and needs, initiate and moderate critical discussions, develop the resources to stay ahead of the game, and to raise the bar for everyone. To recognize our successes, inspire new possibilities, and to help create the future that we desire, for our events and the cities that host them. To bring together the leaders of our industry (from every stakeholder group) to share, teach, train, talk, debate, support and set new directions, together.

Peter Kageyama, author of *For the LOVE of Cities*, and this year's IFEA Opening Keynote Speaker, noted that we don't care about sustaining something that we don't love and the same is true of all of our stakeholder groups. When we love something, we cherish it; we protect it; we do extraordinary things for it. When we are loved, we flourish as people and are enabled to achieve great things. And the same can be expected when cities and events are loved. Our challenge is to foster and create the environment for that love, through meaningful connections

with all stakeholders, to flourish.

For the love of both events and cities, I invite you to join your global peers for the 61st Annual IFEA Convention, Expo & Retreat, September 27th-29th (three full days), at the beautiful JW Marriott Tucson Starr Pass Resort & Spa, in Tucson, Arizona, U.S.A., as we gather to explore the realities and best practices of the present, together with creative new possibilities for the future. As we consider the challenges of the world around us and call upon our collective creativity and experience to explore answers, solutions and opportunities that will allow our industry, and the cities and countries that host our events, to showcase themselves and the world around us at our best.

This time together with your professional peers may very well be the most valuable possible use of your resources; providing returns that reach far beyond the three-day Convention. I encourage you to invite and include your staffs, boards, sponsors, cities and

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other stakeholders in that opportunity as well. It is that inclusiveness, those common bonds, that natural expansion of our conversations that will strengthen the role that we play and the impact that our industry can have on the changing world around us.

We look forward to welcoming you to Tucson in September!