



CHANGING PERSPECTIVES

The last year has been full of many and varied events – ranging from personal to global in impact – that certainly held my attention, along with most everyone else that I talk to on a regular basis. And while the events themselves are significant, the lesson that I have taken away from their cumulative effect, is how much the ultimate outcomes; the levels of stress (or not) that we incur as a result of those events; the definition/recognition of something or someone as either part of the problem or part of the solution; et al., comes from our individual, familial, organizational or other collective perspective of each event.

Perspectives can be shaped by upbringing; age; education; cultural ties; relationships; politics, religion and other beliefs; financial risk; personal buy-in and responsibility; hierarchies; health; values; physical or mental capabilities and barriers; exposure to media and messaging; experience (professional and personal); and many, many other factors. Given the list of considerations that can influence our perspectives, it is remarkable that anything gets accomplished in our world. Now add to that consideration the fact that perspectives change constantly, as we (and all those around us) change and grow and move through each of the many elements noted above, and the exponential possibilities of keeping up with everything can seem quite daunting.

Our industry and our events are no different. Our internal perspectives are shaped by our own realities – event age, staff size and experience, financial scenarios, target audiences, et al., while we must constantly be aware of, and respond accordingly to, the constantly changing perspectives of our audiences; community leadership; sponsors;

volunteers; and even those that would do us harm.

To do so effectively, we must do our best to stay ahead of the curve. To better inform our own perspectives and to understand the perspectives of others. From programming to risk management; city partnerships to volunteer management; marketing/messaging to sponsorship activation; accessibility to operational expectations; and everything in-between.

An important role that we play here at the IFEA is to help inform all of your perspectives; providing access to many points-of view; increasing awareness of changing technologies and risks; and extending educational and networking opportunities to share and grow your professional experience and expertise. We do so through a wide-variety of resources available year-round – from publications and webinars, to representation and advocacy on your behalf. Perhaps our most anticipated opportunity to bring all of the many professionals and elements of our industry together is our Annual IFEA Convention & Expo, in its 63rd edition this year. From October 1st to the 3rd (with advanced education and professional certification classes on September 28th to the 30th) we will meet together in beautiful San Diego, California at the Town & Country Resort, to focus on the many ‘Changing Perspectives’ that are impacting our success every day.

I hope that you will plan now to be there (with your staffs, boards, key volunteers, city representatives, sponsors and vendors) as we welcome the world’s top events and experts, for an unforgettable opportunity to evaluate, prepare for and respond to the most critical changing perspectives that are influencing our industry and all those that we depend on.

I look forward to seeing you there.