



IFEA WORLD BOARD

BY JEFF CURTIS



These past several months serving as the 2018 IFEA World Board Chair has been such an amazing time for personal growth, new experiences, and renewed passion for the tremendous value of the International Festivals and Events Association. While the membership core continues to be primarily North American members, my appreciation for the value of the International members grew this past year. I had the opportunity to travel to Korea and the Netherlands. Both trips opened my eyes to the power of creativity that has no borders. IFEA is the perfect bridge to foster the transferring of event ideas and knowledge between countries and continents. At the same time, I was struck by not what was different amongst some of the festivals I visited, but the similarities that are directly transferable all over the globe.

As my year as IFEA World Board Chair winds down, I see that the International Festival and Events Association is on the verge of limitless growth and opportunity. Those who attended the 63rd Annual IFEA Convention, Expo & Retreat in San Diego this October would likely agree with me. We experienced so many positive signs of organization growth coming out of San Diego. The Convention attendance was up, exhibitors at the Convention's Expo were up, and the caliber of speakers and presentations made the Convention education seminars unquestionably better in quality and engagement for attendees. In addition, we saw new award winners, like the City of Moscow, Russia take home one of the prestigious IFEA World Festival & Event City Awards. Not be outdone, were the numerous IFEA/Haas & Wilkerson Pinnacle Award winners whose achievements deserve appropriate

recognition as a standard for excellence.

With all that said, there is so much potential to see many more of our member organizations attend an IFEA Convention, engage in IFEA education and recruit new members. IFEA is only as strong as its entire membership. While the Convention is one large gathering of industry professionals, all members have access year-round to IFEA resources without traveling to a Convention city and I encourage all members to actively engage and use IFEA as one of your primary resource tools. As IFEA moves towards 2019, I ask the entire IFEA membership to actively engage in the recruitment of new members of the IFEA. According to sheer numbers, there are thousands of events worldwide that have an opportunity to join the ranks of the IFEA. In this time of growth and opportunity, I hope all of you who benefit greatly from the IFEA can transfer that support through the recruitment of new members. Collectively, as the special events industry changes and grows, IFEA must as well. Currently its programs and education tools are unmatched by similar organizations serving the industry and based on my perspective, IFEA is poised for continued success!

It's been an honor to be your 2018 IFEA World Board Chair.

Thank you!

Jeff Curtis

2018 IFEA World Board Chair
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