

## TAKE ACCOUNT OF **YOUR IMPACT**



*IFEA World Board President & CEO Steve Schmader, CFE addresses the guests at a dinner hosted by Jinju City, South Korea Mayor Kyoo-il Jo. Jinju City is the home of the Jinju Lantern Festival (Jinju Namgang Yudeung Festival), a signature South Korean event.*

**W**e often get so wrapped up in what we are doing that we forget to stop and recognize the impact of what we have accomplished. I see many festivals and events doing this, as they complete a successful year and start immediately focusing on evaluating and making plans for the next edition. And while we certainly have a hard time avoiding the bottom-line results and our financial health, we don't often stop long enough to take account of the positive impact that we have had on our communities, our attendees, our volunteers, our staffs, our sponsors, our vendors and suppliers, and even our industry, through new ideas and programs to be shared with our professional peers around the world.

I just returned from South Korea and a whirlwind schedule that filled our days, but it was at one particular event that something caused me to take stock of what we were impacting. At a dinner in Jinju City, overlooking a spectacular vista of mountains and lake, surrounded by awe-inspiring lanterns provided by the Jinju Lantern Festival (Jinju Namgang Yudeung Festival) we were honored with performances by traditional Korean dancers and musicians. Hosted by the Mayor of Jinju City, we were also joined by representatives from Korea's National Tourism Organization; multiple national signature events from throughout Korea; local, regional and national government representatives; the media; university educators engaged in event management; economic



South Korean musicians and dancers perform a traditional sword dance for guests at a dinner hosted by Mayor Kyoo-il Jo of Jinju City. The dinner was part of an IFEA Asia/Korea Symposium that brought together guests from South Korea, China, Japan, Singapore, The Netherlands and the United States.

development and marketing professionals; and the leadership and staff of IFEA Asia and Korea, who helped coordinate the opportunity and our visit.

Also joining us were representatives and delegations from the Harbin International Ice and Snow Sculpture Festival in China; the Akita Kantō Festival in Japan; Sentosa Resort in Singapore; Rotterdam Festivals in The Netherlands; and the McAllen, Texas Holiday Parade in the United States. All of us gathered together for multiple days of presentations, networking and the sharing of best practices that would allow everyone to return home with the ability to further build upon their individual successes; underline the importance of our industry and help cement relationships with those city and national representatives whose support we depend upon; build the brand of our global industry through the media; and inspire future generations of industry leadership through our university connections.

This particular evening was capped with the signing of a Memorandum of Understanding between those official parties in attendance, formalizing in this setting what the IFEA and our global affiliates/partners have been fostering, building, encouraging and inspiring for 64 years. What we will continue to work toward in the years ahead. Hopefully, with the very real reward of directly and indirectly touching and improving the many festivals, events, communities, cities, countries and the world around us in a positive way.

Every once in a while, take a step back to reflect upon and enjoy what you have accomplished. Then, go make it even better.



IFEA World President & CEO Steve Schmader, CFEF recognizes IFEA Korea President Gang Hoan Jeong, CFEF in his new role as President of IFEA Asia.



Global representatives from IFEA Asia, Europe and North America sign a Memorandum of Understanding during the IFEA Asia/Korea Symposium held in Jinju City, South Korea.