

HOORAY FOR **IFEA DAY!**



There has not been much to cheer for as of late with no major festivals taking place, many sports teams not playing or not allowing fans, performing arts theaters closed and an election year that has been more negative than ever before. “T G I D” – Thank Goodness for IFEA Day!

IFEA Day was a great success with presentations from the IFEA Task Force on Re-Presenting, Re-Opening, Re-Structuring, Re-Connecting and Re-Imagining our Festivals and Events, detailing the extensive research and educational information that was compiled by each Task Force throughout 2020. The information shared was invaluable in helping our broad array of organizations and partners navigate these difficult times. Having been a Committee Chair of the Re-Imagine Task Force, I was so impressed with the individuals I met through the work of the task force and those I met during IFEA Day! Capping off a successful IFEA Day, I was reignited with the excitement and commitment of the IFEA Foundation Board with their ability to put the ‘fun’ in all their FUNdraising efforts! Education, inspiration, networking and fundraising made IFEA Day an exciting and memorable day and a sincere ‘Thank You’ goes out to all who made this day possible and to all who were in attendance!

As a Member of the IFEA, you have seen firsthand the extensive and valuable information, resources, education and benefits the IFEA has added to your IFEA Membership this year. The information provided on-line, via e-mail and through social media this year has been truly priceless and we are confident you are receiving a tremendous value for your IFEA Membership. Adding further value to your IFEA Membership, if you were not able to attend IFEA Day, you can now access the IFEA Day presentations on-demand, as a valuable benefit to your Membership! If your membership is up for renewal soon, be sure to renew your membership to continue to access the many member only benefits, including the final IFEA Task Force Committee Reports and Findings coming soon. If you are not yet a member of the IFEA, there is no better time than right now, to be connected and informed through membership with the IFEA!

During my opening remarks for IFEA Day, I had mentioned that one of the things I miss most about the Annual IFEA Convention is recognizing the IFEA Volunteer of the Year during the Awards Luncheon. The standing ovation we extend to the winner is such an emotional and proud moment for all their hard work and endless hours they devote to their Festival. This year, I have seen the heart of the volunteer back in all of us as we navigate through these tough times.

Steve McClatchy, the Keynote Speaker for IFEA Day, shared with us that leadership is doing the things we do not have to do. We do not have to come together to share insights, ideas and positive stories – yet we do. We do not have to be there for our cities and regions in an effort to be better educated and to improve – yet we do. We do not have to support each other or support the IFEA – yet we do! The passion, inspiration, dedication, connection and comradery we felt through IFEA Day will be back again soon, stronger than ever, when we are able to be together in person!

IFEA Day encouraged us to look to the future. Let's continue leading the Festivals and Events industry through 2020/2021 by uniting our communities, preparing for financial success and reimagining Festivals and Events as IFEA has motivated us to do!

Thank you to all of you, who made IFEA Day a special event!

Ted Baroody, CFE
IFEA World Board Chair
President
Norfolk Festevents
Norfolk, VA