

INVEST IN YOURSELF **AND YOUR ORGANIZATION BY SUPPORTING IFEA!**



It was not that long ago that we were all together in Williamsburg, Virginia for the 64th Annual IFEA Convention & Expo, yet it seems like a lifetime now and at times difficult to carry forward all of the good work and networking that took place that fall of 2019. At that time, IFEA was leading us through challenging topics such as succession plans, risk management, inclusivity for those with special needs and safety protocols for extremely serious topics such as active shooters. We could not have predicted or prepared for the months ahead that changed the world in 2020, but as always, IFEA rose to the challenge for those critical 18 months and beyond, uniting us, guiding us and leading us into the new normal.

As we move forward, IFEA will once again navigate us through uncharted times mapping a clear course to the future with their many resources, benefits, programs, education and networking opportunities. As we focus on the future and how our industry moves forward, I wanted to take a moment to highlight three IFEA programs that can provide guidance.

IFEA Membership

There is no greater gift that you can give your festival or organization than the gift of an IFEA Membership. Becoming a member of the IFEA not only provides you with instant access to a community of like-minded Festival & Event industry professionals from around the world, but also access to so many self-investment opportunities including educational webinars; networking virtual affinity groups; sponsorship mastery webinars; educational articles in "ie" magazine; industry news and important updates and so much more – all included for free as part of your IFEA Membership! Additionally, IFEA Members have the opportunity to advance their careers by obtaining their Certified Festival & Event Executive Certificate. There is no better return on investment than investing in yourself, your teams and your organization and maintaining a membership with the IFEA makes it so easy and affordable to make that investment. I encourage you to [join the IFEA](#) if you are not a member, and [renew your membership](#) if you are already a member!

IFEA/NRPA Event Management School

With so many of us having to hire new team members or build the experience of our current employees, there is no better place to get a crash course in the world of festivals and events, than the IFEA/NRPA Event Management School. Held January 16-21, 2022, the Event Management School is presented in partnership with the National Recreation and Park Association (NRPA) and takes place at the Oglebay National Training Center in West Virginia. The school was designed around the concept of bringing new and mid-career industry professionals together with some of

the most highly respected and experienced professionals in the field, for a comprehensive educational and networking opportunity that covers the critical basics of successful event management the first year, followed by putting students to the test in an applied-knowledge project environment, the following year, to share what they have learned. If your team is in need of such a crash course, I strongly encourage you to look into the IFEA/NRPA Event Management School. More details can be found [here](#).

The IFEA Leadership 100 Retreat

For those who are senior leaders in the Festivals and Events industry, who have tirelessly battled the past 18 months and are guiding us into 2022, we must take the opportunity to refresh and reset ourselves and our leadership abilities, before we can focus on resetting and refreshing our events. For this, the IFEA has created the Leadership 100 Retreat.

With the goal of coming together as a combined, creative IFEA global professional network, the retreat's sole focus will be to focus on ourselves as leaders, to make sure we as individuals are committed, aligned and motivated for the new year! We must be good leaders of ourselves so that we may be good leaders of others!

Attendees will also have the opportunity to further our common industry knowledge; share insights; and prepare ourselves for what new challenges and opportunities may lie ahead, with a special 'Focus on the Future' working session.

In true retreat style, this gathering will be hosted in the intimate, creativity-conducive environment provided by West Virginia's Oglebay National Training Center and Resort, this January 21-23, 2022. More information can be found [here](#).

Though much of the sports, arts, entertainment and travel categories of our industry are back, it remains critical to bring all corners of our diverse communities together, for united celebrations that are safe, healthy and memorable. Invest in yourself and your organization by supporting IFEA! 2022 will be an important year for the industry and it all can start now on a positive note with a visit to [IFEA.com](#).

Ted Barody, CFE

IFEA World Board Chair

President

Norfolk Festevents

Norfolk, VA