

THIS IS **OUR MOMENT**

met·a·mor· pho·sis

1. A change of the form or nature of a thing or person into a completely different one.
2. A change into something new, e.g., when a caterpillar changes into a butterfly.

In the last two-plus years, the festivals and events industry...our events; our organizations; our teams; our sponsors; our vendors and suppliers; our host communities; and each of us, as industry leaders...have gone through an unprecedented metamorphosis, not of our choosing. A metamorphosis that, while stressful (as metamorphosis can be in all of its forms) has arguably left us stronger; more creative; more resilient; more aware; more connected; and more important to our cities, states, provinces, countries and world, than ever before.

And now, this is our post-metamorphosis moment. In just a few weeks, many of us will gather together, in-person, for the IFEA's 65th Annual Convention, Expo & Retreat, in McAllen, Texas. It will be our first in-person gathering since our 2019 pre-pandemic convention in Williamsburg, Virginia. It is a moment that we have waited for and looked forward to and I hope that we will see you there.

As we reflect upon what we have been through, and the uncertainties that continue in many spaces, we will have a unique opportunity to continue our metamorphosis – proactively vs. reactively – on our terms – with the friends and professional peers who can help us to re-energize; to reimagine our events; reconnect with our communities; and expand our reach and influence. To become the best version of ourselves, as we move into the future, together.

After a two-year Covid-induced hiatus, we are excited to invite each of you, and your professional peers, to the 65th Annual IFEA Convention, Expo & Retreat, Presented by Haas & Wilkerson Insurance. A family reunion. A celebration. A leadership summit. An educational conference. And a united new reset for our global industry.

A metamorphosis and moment that will change us all for the better.
Stay safe and healthy and we will see you soon!

Steven Wood Schmader, CFE
President & CEO

