

IFEA PRESIDENT'S LETTER

rip·ple ef·fect

noun

1. the continuing and spreading results of an event or action.

The ripple effect is the notion that a single event or action has an effect over several different entities. When you drop a pebble in a pond, it creates a series of ripples that span out over the water to move surface plants around and disrupt the animals that may be on the water.



The festivals and events that we all have the very real honor of having a hand in making possible, hold immense power to bring about transformation in individuals, organizations, and communities-at-large. They have the potential to create a lasting impact that extends far beyond the duration of the event itself, motivating people to participate and take action; to imagine new possibilities; to establish fresh partnerships; and to cultivate a sense of unity and inclusiveness that can stay with them for a lifetime.

At the same time, our events are being impacted every day by the ripple effect created by many things around us that are out of our control: the economy; the Covid pandemic (yes, we are still in the post-pandemic recovery phase); politics; sponsor decisions and restructuring; insurance, entertainment, food vendors and other resources, services and related industries; changing travel and tourism challenges and trends; audience fears and comfort levels; changing and diverse populations; volunteer availability; and many more.

Likewise, we all, as individuals, can have an often-unseen and powerful ripple effect on the world around us, through the joy that we create; the stories that we help to tell and share; the lives that we touch; the families and communities that we bring and bond together; the dreams that we inspire; the creativity that we spark and share; the leadership that we provide; and the example that we set for others, as others have set for us. An impact that we should never take for granted.

At this year's IFEA convention we will delve into the many avenues through which festivals and events create and are impacted by ripple effects - ranging broadly across important topical areas that include leadership, management and host city partnerships; operations and risk management; sponsorship and other revenues; technology, creativity and innovation; marketing, branding and media relations; and the plethora of both challenges and opportunities that lie within each.

Our lineup of speakers and presenters include many of the most innovative and inspiring leaders

in the festivals and events industry, as well as experts from a variety of related fields who will offer new perspectives and insights, while sharing their knowledge and experience on how we can all create lasting and positive impacts through festivals and events.

We are very excited to be returning to McAllen, Texas for this year's convention, and we thank them for their generosity and welcoming hospitality that has created its own positive ripple effect as we continue to rebuild and replenish our own post-pandemic foundations. McAllen is a vibrant, creative, and diverse city that offers a perfect setting for the convention, with its beautiful natural surroundings, thriving arts and culture scene, and friendly community. It is the ideal location to celebrate the impactful power of festivals and events and those who lead them.

I am confident that the 66th Annual IFEA Convention, Expo & Retreat will be an unforgettable experience that will inspire and energize you, your team, and your professional peers, creating a ripple effect that extends far beyond the event itself, and transforming the festivals and events industry for years to come. Come join us and be part of the impact that starts new ripples around the world.

Mark your calendars for the 66th Annual IFEA Convention, Expo & Retreat, scheduled for October 9th-11th, 2023. Some [hotels](#) are already filled, so get your reservations and [registrations](#) in soon.

***Note:** The 66th Annual IFEA Convention footprint will run through 6:00 p.m. on Wednesday, October 9th, 2023. Certified Festival & Event Executive (CFEE) Certification education classes will be scheduled in the days leading up to the convention – October 6th, 7th, and 8th, 2023. Separate Registration is Required. For more details, [Click Here](#).

Stay safe and healthy and we will look forward to seeing you soon!



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