

THE TOP 5 REASONS FOR **BEING A MEMBER OF THE IFEA**



Spring has certainly sprung, and I hope this letter finds all of you all enjoying what you love best about this time of the year. Many of you are embarking on your festival or event season, while others such as my team here at the City of Scottsdale are starting to wind down with the impending heat of our summers. For those just gearing up, I wish you all abundant success!

As Chair of the IFEA World Board, I recently reviewed the 2022 IFEA Membership Survey and was reminded that the Top 5 reasons you are members are to:

1. Build industry network and connection
2. Obtain access to industry education
3. Stay current on industry information, standards, issues and trends
4. Align your organization with a reputable industry institution
5. Have access to member discounts on industry products and services

And Springtime is the perfect opportunity to accomplish several of these Top 5 reasons by participating in key educational and networking programs beginning with:

The 66th Annual IFEA Convention, Expo & Retreat

The IFEA Convention is a great opportunity to fulfill all Top 5 reasons for being a member! To be held October 9-11 in McAllen, Texas you are sure to build your industry network and connections – my favorite part of the Convention – providing many Ripple Effects that just might include long lasting friendships. By staying current on industry information, standards, issues and trends through educational sessions, I'm certain you will see the Ripple Effects on your festival or organization based on all that you learn. And the EXPO is a perfect opportunity to access our providers of industry products and services. So, I hope you will join me and bring along your staff, volunteers and key influencers to meet industry experts and take advantage of this great opportunity to prepare for, and respond to, the Ripple Effects that are influencing our industry. [Learn More Here.](#)

IFEA/ Haas & Wilkerson Pinnacle Awards

Aligning your organization with a reputable industry and its members can be accomplished by participating in the Pinnacle Awards. It's not too late to enter and receive some recognition for all your hard work! With 70 categories on the Awards Entry List there's a place for almost every element of your event to be recognized in front of your peers during the 66th Annual IFEA Convention, Expo & Retreat. Final deadline is 5 p.m. (MDT), Monday, June 21. [Learn More Here.](#)

Affinity Groups

Another fantastic way to fulfill several of the Top 5 is to participate in one or more of the 12 Affinity Groups providing you with a platform to keep the connections, brainstorming and networking all year long. Topics range from various event/festival categories to Cities, Sponsorships to Operations, a CEO Forum to Volunteers, and more. [Learn More Here.](#)

Webinars – Live and On Demand

Obtaining access to industry education is easily done by bringing valuable festival and event industry education directly to you through the Online IFEA Webinar Series. Learn the latest issues and trends from Social Content to Communications Strategies, Risk & Security Management to Practical Strategic Planning, Driving Revenue to Board Development, and more. [Learn More Here.](#)

These are some of the key opportunities IFEA provides to you, our members, and I hope you will make the most of your membership by participating and keeping the networking and connections going throughout the year.

I look forward to seeing you in McAllen this October!

Karen Churchard, CFE

IFEA World Board Chair
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