



EXTENDING AN **INVITATION TO ALL**

Dear Colleagues and Friends,

As the World Board Chair of the International Festival and Event Association (IFEA), it is my pleasure to extend a warm invitation to all of you to attend our upcoming convention this September. This annual gathering is more than just a convention; it is a vital platform for industry leaders, innovators, and professionals to come together, share insights, and shape the future of festivals and events globally.

The IFEA Convention is renowned for its unique blend of educational sessions, inspirational keynotes, and invaluable networking opportunities. It is a place where ideas are born, collaborations are forged, and the collective power of our community is harnessed to drive our industry forward. In today's rapidly changing environment, the ability to connect, learn, and innovate is more critical than ever. By attending this convention, you will gain access to cutting-edge knowledge, best practices, and the latest trends that can help elevate your events to new heights. More importantly, you will have the opportunity to engage with peers and leaders who share your passion and commitment to excellence in the festival and event industry.

Networking is a cornerstone of the IFEA experience. The relationships you build here can lead to lasting partnerships, new opportunities, and the exchange of ideas that propel our industry to new levels of success. The power of face-to-face interaction cannot be overstated, and the IFEA convention provides the perfect environment to foster these connections. I encourage you to join us in September and take full advantage of what the IFEA convention has to offer. As they say, "membership has its rewards".

Membership in the International Festival and Event Association (IFEA) is critical for several compelling reasons including:

- **Networking Opportunities:** IFEA offers so many valuable opportunities to network with new and long-standing professionals in the industry
- **Educational Resources:** IFEA offers a wealth of educational materials, including webinars, workshops, and conferences. These resources keep members informed about the latest trends, best practices, and innovative strategies in the festival and event industry.
- **Professional Development:** Through certification programs and professional training, IFEA supports members in enhancing their skills and advancing their careers. This commitment

to ongoing education helps members stay competitive and effective in their roles.

- **Industry Advocacy:** IFEA represents the interests of festival and event professionals at various levels, advocating for policies and practices that benefit the industry. This advocacy ensures that members' voices are heard, and their concerns are addressed.
- **Exclusive Access:** Members gain exclusive access to a variety of tools and resources that are not available to the public.
- **Recognition and Awards:** Through its prestigious awards programs, IFEA recognizes and celebrates the achievements of its members. This recognition can enhance reputation, attract sponsors, and increase visibility within the industry.
- **Community Support:** Being part of IFEA means belonging to a supportive community that shares common goals and challenges through our Affinity Groups. Members can rely on each other for advice, support, and inspiration, fostering a sense of camaraderie and mutual assistance.

In essence, IFEA membership is an investment in professional growth, industry knowledge, and valuable connections that can significantly impact the success and sustainability of festivals and events.

Together, we can continue to inspire, innovate, and impact the world through the power of festivals and events.

I look forward to seeing you this September 29 – October 1, 2024 at this year's IFEA Annual Convention & Expo presented by atVenu, at the Wyndham Grand Pittsburgh in Pittsburgh, Pennsylvania

Warm regards,

Jazelle M. Jones
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City Representative and
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