

## REFLECTING ON 2024



Dear IFEA Members,

**A**s we take a moment to reflect on 2024, it becomes abundantly clear that this year has been a remarkable period of innovation and resilience for our community. Festivals and events have emerged as vital platforms for bringing people together, fostering creativity, and celebrating cultural diversity across the globe. Due to the profound creativity, resourcefulness and professionalism of event producers, we have witnessed the transformative power of events to adapt, thrive, and create lasting connections among attendees, even in the face of ongoing challenges.

This year has been particularly noteworthy for the incredible commitment displayed by our community. We have seen events and festivals leverage new technology to enhance audience engagement, streamline operations, and create immersive experiences that resonate deeply with participants. Enterprising event managers were successful in showcasing not just the adaptability of our industry, but also the willingness to embrace new trends that can significantly enhance the attendee experience and drive positive economic impact to communities around the world.

On behalf of the IFEA World Board, I would like to thank our amazing presenting sponsor, atVenu, and extend my sincere gratitude to all who attended the 2024 IFEA Annual Convention & Expo. I would especially like to recognize the wonderful team responsible for the management of such an important event. The dedication of the IFEA staff, World and Foundation Boards, Speakers, Exhibitors, Volunteers and Sponsors, all made this an event to remember. Kudos to Ira Rosen, MA, CFEE, the IFEA Foundation Board and all those who generously donated to support the IFEA. To the

incredible team at the City of Pittsburgh, thank you for your hospitality and providing such a welcoming and positive environment. We had a blast!

Building a strong sense of community among our members is crucial for the continued growth of our industry. By fostering collaboration among members, we can create more dynamic and diverse events. Through utilization of a diverse and ever-expanding portfolio of programs, initiatives and events, the IFEA will continue to educate and nurture the next generation of event leaders while strengthening the bonds within our community, ensuring a brighter future for all involved. I encourage all of you to remain engaged throughout the year, continue to collaborate, recruit new members, and further the mission of IFEA into 2025.

It has been an honor to serve the IFEA and all of you as World Board Chair. We are incredibly fortunate that the amazing Joe Vera, CFEE will be steering the ship next year, and there is no one more qualified to advance this work. I will continue to support the IFEA, and I look forward to continued collaboration with all of you in the years to come!

Warm regards,

**Jazelle M. Jones**  
IFEA World Board Chair  
City Representative and  
Director of Special Events  
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