

2010

IFEA Webinar Series



IFEA is pleased to present our 2010 Webinar Series! Offering online educational sessions hosted by industry leaders and special guests, the IFEA Webinar series covers a wide variety of topics important to your organization's success.

Webinars are easy to attend . . . just view and listen to the presentation online from the comfort of your own computer - without even leaving your desk! No Travel Expense Required. Can't make the live presentation of the Webinar? Not a problem! Live Webinars are recorded and are available to be viewed as "Webinars On Demand" to watch at your leisure after the live presentation. What better way to receive great educational information by great presenters while saving both time and travel expenses! Just find the Webinar on Demand Schedule online at www.ifea.com.

Registering for a Webinar:

Both live and recorded Webinars are available for purchase via any of the following methods:

- Online at the IFEA Bookstore & Resource Center
- Faxing or mailing in the Webinar Registration Form
- Calling the IFEA at +1-208-433-0950 ext: 3

Individual Webinar Cost:

- \$59 - IFEA Members
- \$59 - Association Alliance Members
- \$79 - FEO Members
- \$99 - Non-IFEA Members

Registration cost is per computer site for as many people as you can sit around your computer. Gather additional staff, volunteers, or board members around your computer so they too can join you for this learning experience at no additional charge!

Webinars in Bulk:

(not available for online purchasing)

- BUY 3 Webinars and Receive 1 FREE (Up to \$99 in savings)
- BUY 5 Webinars and Receive 2 FREE (Up to \$198 in savings!)
- BUY 10 Webinars and Receive 5 FREE (Up to \$495 in savings!)

Webinar Start Time in Your Time Zone:

7:00 a.m. Hawaii
9:00 a.m. Alaska
10:00 a.m. Pacific
11:00 a.m. Mountain
12:00 p.m. Central
1:00 p.m. Eastern
6:00 p.m. GMT

Webinar Length:

60 Minutes

Questions?

Contact: Nia Hovde, Director of Marketing & Communications at nia@ifea.com

2010 IFEA WEBINAR SCHEDULE AT A GLANCE

THURSDAY, JANUARY 14, 2010

"Using the Internet to Build Your Audience in 2010 - Part 1" - Presented by Bruce Lupin, CEO & Doug Rasch, Director of Search Marketing, Edgeworks Group

THURSDAY, JANUARY 28, 2010

"Strategies, Tactics and Attitudes to Keep Selling Sponsorship During The Recession" - Presented by Bruce Erley, CFEE, President & CEO, Creative Strategies Group

THURSDAY, FEBRUARY 11, 2010

"Re-Configuring the Norm" - Presented by Jeff Curtis, Executive Director, Portland Rose Festival

THURSDAY, FEBRUARY 25, 2010

"Cheers! 'Tapping' In To Your Full Revenue potential With Alcohol Sales" - Presented by Paul Jamieson, CFEE, Executive Director, SunFest

THURSDAY, MARCH 25, 2010

"Intro to Social Media for Festivals and Events" - Presented by Carla Pendergraft, Carla Pendergraft Associates

THURSDAY, APRIL 8, 2010

"Accessible Festivals - Including People with Disabilities" - Presented by Laura Grunfeld, Founder and Owner, Everyone's Invited

THURSDAY, April 22, 2010

"The Art of Being Green" - Presented by Tia Christiansen, Operations Manager, Sausalito Art Festival

THURSDAY, MAY 6, 2010

"The WOW Factor! It's Not Just An Event - It's An Experience" - Presented by Ken Ashby, President and Maris Segal, CEO, Prosdody Creative Services, Inc., New York City, NY

THURSDAY, JUNE 10, 2010

"How to Apply Successful Case Histories to YOUR Sponsorship!" - Presented by Sylvia Allen, CFEE, President, Allen Consulting

THURSDAY, JUNE 24, 2010

"How Do You Use the Internet to Build your Audience in 2010 - Part 2" - Presented by Bruce Lupin, CEO & Doug Rasch, Director of Search Marketing, Edgeworks Group

THURSDAY, OCTOBER 21, 2010

"Cultivating Powerful Partnerships with Corporations" - Presented by Gail Bower, President, Bower & Co. Consulting LLC

THURSDAY, NOVEMBER 4, 2010

"How to Use Your Site to Build Event Attendance -- Moving Visitors into Action - A Website Clinic" - Presented by Bruce Lupin, CEO & Doug Rasch, Director of Search Marketing, Edgeworks Group

THURSDAY, NOVEMBER 18, 2010

"Sponsorship Reality Check" - Presented by: Chuck O'Connor, CFEE, Director of Marketing & Corporate Partnerships, National Cherry Festival

THURSDAY, DECEMBER 9, 2010

"Eat a Frog for Breakfast: Remarkable Time Management" - Presented by Gail Alofsin, Director of Corporate Partnerships, Newport Harbor Corporation

Thursday, October 21, 2010

“Cultivating Powerful Partnerships with Corporations”

Presented by Gail Bower, President
Bower & Co. Consulting LLC, Philadelphia, PA



CFEE Elective Credit: Economic Impact

Walking through the doorway into a prospective partner's office can be a thrilling or anxiety-provoking moment. During this 1-hour webinar with marketing and sponsorship specialist Gail Bower, you'll learn to lose the angst and embrace enthusiasm to cultivate powerful corporate relationships. Gail will share best practices in working with the corporate sector, including what to do before your meeting; what to say during the meeting; where you go next; and how that translates to building profitable relationships with longevity.

Gail Bower helps event/festival producers and nonprofit organizations dramatically raise their visibility, revenue, and impact. She's a professional consultant, writer, and speaker, with nearly 25 years' experience managing some of the country's most important events, festivals and sponsorships, like the New Orleans Jazz & Heritage Festival, the Newport Jazz Festival, and even both of former President Clinton's Inaugurations. Launched in 1987, today Bower & Co. improves the effectiveness and results of clients' marketing strategies, events/festivals, and corporate sponsorship programs. She's the author of a guidebook for sponsorship sellers, entitled *How to Jump-start Your Sponsorship Strategy in Tough Times*, and blogs about sponsorship at SponsorshipStrategist.com.

Thursday, November 4, 2010

“How to Use Your Site to Build Event Attendance -- Moving Visitors into Action – A Website Clinic”

Presented by Bruce Lupin, CEO & Doug Rasch, Director of Search Marketing Edgeworks Group, Aliso Viejo, CA



CFEE Elective Credit: Current Industry Issues & Trends

Learn the tricks of the trade from a panel of experts that will do live reviews of IFEA Member websites from a design, marketing, and technical perspective. Some of the things we'll be looking at include site look and feel, usability, engaging visitors and moving them into action, content quality, basic technical issues, search engine-friendliness, and more. A limited number of websites will be reviewed on a first come basis.

If you'd like your website reviewed during this webinar, submit your website address to nia@ifea.com with the email subject line: "Website Review for Nov 4 Webinar." Please submit your website address AT LEAST 7 DAYS PRIOR to the webinar. Only registered attendees will have their website reviewed.

Bruce Lupin brings more than 20 years of experience in the interactive industry. In 1992, he founded Interactive Development Corporation (IDEV), a Silver Spring, Maryland-based online services consulting and development firm. Here he worked with several online services including America Online, IBM WorldAvenue, Prodigy, CompuServe, and Microsoft Network and grew the company to \$5M in revenue and a team of 75 people. Bruce's role included leading the most strategic website projects including Al Gore's Presidential campaign, The Smithsonian Institute (Duke Ellington jazz site), an ecommerce site for fashion designer Stuart Weitzman, and museum sites for the Pope John Paul II Cultural Center and The City Museum (Washington DC). In March of 2003, Bruce took his passion for online marketing and formed Edgeworks Group, an internet marketing and development company. Clients range in size, scope and industry including: non-profits, ecommerce, publishing, and regional businesses.

Thursday, November 18, 2010

“Sponsorship Reality Check”

Presented by: Chuck O'Connor, CFEE Director of Marketing & Corporate Partnerships
National Cherry Festival, Traverse City, MI



CFEE Elective Credit: Economic Impact

We've all heard the prognosticators lament the current state of sponsorship sales. It's time to re-assess our methods and funnel solutions down to the street level. We'll explore some useful tips for sponsorship renewal and examine some new sponsorable assets. Learn through practical examples how to create effective, high net-profit sponsorship deals that will improve your organization's bottom line and help you survive the tough times.

Chuck O'Connor is a corporate sponsorship seller, strategist and instructor. He spent ten years in television and radio advertising sales management before joining the National Cherry Festival as Director of Marketing & Corporate Partnerships in 1993. Chuck's responsibilities include negotiating and implementing all sponsorships, as well as overseeing the Festival's marketing and public relations effort. Chuck also owns Event Marketing Group, a company which specializes in event sponsorship consulting.

Thursday, December 9, 2010

“How to Eat a Frog for Breakfast: Remarkable Time Management”

Presented by Gail Alofsin, Director of Corporate Partnerships
Newport Harbor Corporation, Newport, RI



CFEE Elective Credit: Time Management

Yes you can do it all - and then some! Roll up your sleeves and get your roller-skates on while enjoying this session that will assist you in living in the present and relishing "the moments" that truly matter! The older we get, the more we realize how much we do not know! The key to adding hours to the day is analyzing our personal blueprint for success and developing the map to explore these passions. This seminar will unveil the details and events that inspire you and re-think/review the draining "naysayers" who absorb your most precious commodity - TIME! Yes - it is "ALL ABOUT YOU!" so let's "clear the clutter and embrace simplicity and significance in defining our own success."

Gail Lowney Alofsin is the Director of Corporate Partnerships for Newport Harbor Corporation, a leading hospitality company based in Newport, Rhode Island. From 1988 - 2004, Alofsin served as the Director of Sales, Marketing and Public Relations of the Newport Yachting Center, a division of Newport Harbor Corporation, developing the waterfront event site from one national event to five national events while increasing corporate partnership sales 5700%! Alofsin is a 1984 graduate of Tufts University in Medford, Massachusetts where she focused on International Relations at the Fletcher School of Foreign Diplomacy. In addition to her full time sales and marketing position at Newport Harbor Corporation, Alofsin serves as an adjunct professor at the University of Rhode Island - teaching classes focused on communication, marketing and public relations.

For more details

about the IFEA Webinar Series, Webinars on Demand, How Webinars Work or the System Requirements needed to view webinars, go to www.ifea.com.

IFEFA Webinar Series



Upcoming Live Webinar Presentation Registration Form

REGISTRATION CONTACT INFORMATION

Webinar Participant: _____
 Webinar Participant Email: _____
 Organization: _____
 Address: _____
 City, State/Province, Zip Code: _____ Phone: _____

PURCHASE INFORMATION

	IFEFA Member Association Alliance	Festivals & Events Ontario Members	Non-IFEFA Member	Total
Individual Webinars: _____ Quantity X	<input type="radio"/> \$59 (USD)	<input type="radio"/> \$79 (USD)	<input type="radio"/> \$99 (USD)	_____
Purchasing Webinars in Bulk: BUY 3 Webinars and Receive 1 FREE (Up to \$99 in savings)	<input type="radio"/> \$177 (USD)	<input type="radio"/> \$237 (USD)	<input type="radio"/> \$297 (USD)	_____
BUY 5 Webinars and Receive 2 FREE (Up to \$198 in savings)	<input type="radio"/> \$295 (USD)	<input type="radio"/> \$395 (USD)	<input type="radio"/> \$495 (USD)	_____
BUY 10 Webinars and Receive 5 FREE (Up to \$495 in savings)	<input type="radio"/> \$590 (USD)	<input type="radio"/> \$790 (USD)	<input type="radio"/> \$990 (USD)	_____

PAYMENT INFORMATION

Select method of payment: **Check** (make check payable to IFEA in U.S. funds) **Visa** **MasterCard** **American Express**

Print Cardholder Name: _____
 Signature: _____
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 Expiration Date: _____ CVN Code: _____ (MC/Visa-3 digit code back) (AMX-4 digit code front)

2010 UPCOMING LIVE WEBINARS: To register for a webinar or webinars, please make your selection by checking (√) from the below:

- Thursday, October 21, 2010**
"Cultivating Powerful Partnerships with Corporations"
 Gail S. Bower, Bower & Co. Consulting LLC
- Thursday, November 4, 2010**
"How to Use Your Site to Build Event Attendance -- Moving Visitors into Action - A Website Clinic"
 Bruce Lupin & Doug Rasch, Edgeworks Group
- Thursday, November 18, 2010**
"Sponsorship Reality Check"
 Chuck O'Connor, CFEE, Director of Marketing & Corporate Partnerships, National Cherry Festival
- Thursday, December 9, 2010**
"How to Eat a Frog for Breakfast: Remarkable Time Management"
 Gail Alofsin, Director of Corporate Partnerships, Newport Harbour Corporation

Registration cost is per computer site for as many people as you can sit around your computer.

Once your registration has been submitted, you will receive an email from the IFEA confirming that you have been registered for the Webinar. The day before the scheduled Webinar, you will receive an email with specific instructions on how to log in for the Webinar. You will receive this email again, the day of the Webinar.

Webinars in Bulk offer is applicable to both Upcoming Live Webinar Presentations and Pre-Recorded Webinars On Demand.

Payment must be received in full at time of registration to participate in Webinars. No refunds on webinar registration unless notified 24 hours prior to start of webinar.

International Festivals & Events Association • 2603 W Eastover Terrace • Boise, ID 83706 - U.S.A.

Questions: Contact Nia Hovde, Director of Marketing & Communication at nia@ifea.com or Phone: +1-208-433-0950 ext: 3, Fax: +1-208-433-9812 • www.ifea.com