

# 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!

### 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
- \$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](mailto: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, Prosoody 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, April 8, 2010

### “Accessible Festivals – Including People with Disabilities”

Presented by  
Laura Grunfeld, Founder  
and Owner  
Everyone's Invited,  
Sheffield, MA



CFEE Elective Credit: Leadership/Management Skills

*Is your festival accessible to patrons with disabilities? How well does your event comply with the Americans with Disabilities Act? This seminar contains essential information for every event producer.*

*Learn ways to improve your accessibility, avoid litigation, open up to a new market, and have a more inclusive event. Discover many inexpensive things you can do that make a big difference.*

- Americans with Disabilities Act – friend or foe?
- Essentials of a well-run Access Program
- Accommodating people with all types of disabilities – the basics
- Behind the scenes – training, signage, emergency planning etc

Laura Grunfeld, MA, is the founder and owner of Everyone's Invited, a consulting, production, and training company specializing in helping producers make their events more accessible to people with disabilities. Laura has consulted with music festivals and craft fairs large and small, and has designed and produced comprehensive Access Programs for the New Orleans Jazz & Heritage Festival, the Bonnaroo Music & Arts Festival, and the Rothbury Music Festival. See [www.EveryonesInvited.com](http://www.EveryonesInvited.com) for more information.

## Thursday, April 22, 2010

### “The Art of Being Green”

Presented by Tia Christiansen, Owner, Moving Parts Productions/Art Coordinator, Rothbury Festival



CFEE Elective Credit: Current Industry Issues & Trends

*Have you heard, or even thought to yourself, that greening and sustainability efforts are too expensive and time consuming? Have you thought that your event is so small that*

*a greening program is not that necessary? Besides, what difference can just one event or person make?*

Tia Christiansen has worked with such northwest perennials as the Sausalito Art Festival, Eugene Celebration, Portland Rose Festival, the Oregon Country Fair, and the Oregon State Fair. Additional clientele have included Madison House Presents, AEG Live, the Harmony Festival, Live Nation, Another Planet Entertainment, and 360 Productions. Since 1999, Tia's varied experience with festival and event operations has allowed her to participate in cutting edge sustainability programs which include implementing the use of compostable cups as early as 2002, raising awareness of an event's carbon footprint as early as 2007, and she continues to work on ways in which the Sausalito Art Festival may reduce its waste footprint.

## 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, Prosody Creative Services, Inc., New York City, NY



CFEE Elective Credit: Current Industry Issues & Trends

*The event experience begins long before the gates open! When the entertainment dollar continues to be challenged, keeping sponsors, consumers and the media engaged in the event experience may be more significant today than ever before. This WOWbinar will explore the importance of keeping event ideation fresh for stakeholders, press, and audiences in an effort to rise above the noise.*

Prosody Creative Services, Inc. is an award winning marketing and event management agency based in New York. Principles, Ken Ashby and Maris Segal, offer over six decades of combined experience with large and small scale clients and socially grounded projects that have taken them all over the world including: Pope Benedict XVI's NY visit, Super Bowl half times, Up With People International Youth Leadership program, World Cup Soccer, William Jefferson Clinton's Presidential Inaugural and relationship marketing brand support for Fortune 500 companies such as American

Express, Kraft Food Service, M&M Mars, Glaxo Smithkline and IBM. Recently, Prosody served as the Executive Producer for America's 400th Anniversary which commemorated the founding of the first permanent English settlement at Jamestown in VA.

## Thursday, June 10, 2010

### “How to Apply Successful Case Histories to YOUR Sponsorship!”

Presented by Sylvia Allen, CFEE, President Allen Consulting, Holmdel, NJ



CFEE Elective Credit: Economic Impact

*Find out what the “big boys” are doing in sponsorship ... what is successful and what is not ... then, apply those successful ideas to your festival or event! These can be i-phone apps, unique sampling opportunities, Ford “house parties” .... learn from the experts and capitalize on their success.*

Sylvia Allen, President of Allen Consulting, has 30 years of sales and sponsorship experience. Her marketing and public relations firm has produced more than 100 events per year and raises more than \$1 million worth of sponsorships for her clients each year. She was on the faculty at New York University for 20 years and has taught seminars on sponsorship around the world. Considered one of the world's sponsorship experts, she is the author of “How to be Successful at Sponsorship Sales” and “A Woman's Guide to Sales Success.” Prior to starting her own company she was with such Fortune 500 companies such as AT&T and McGraw Hill.

## 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, Aliso Viejo, CA



CFEE Elective Credit: Current Industry Issues & Trends

*This webinar will teach the more advanced techniques of “integrated online event marketing and development.” Building on what*

we learned in Part One of this series, we will go deeper into the online tools and techniques for reaching attendance goals. We'll teach you how to define target audiences and increase site traffic, create compelling calls-to-action, how to engage visitors, understand how technical choices can limit success, and track the ROI (Return on Investment).

**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, October 21, 2010

### "Cultivating Powerful Partnerships with Corporations"

Presented by Gail Bower, President

Bower & Co. Consulting LLC, Philadelphia, PA

CFEЕ 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](http://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

CFEЕ 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](mailto: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 includ-

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## Thursday, November 18, 2010

### "Sponsorship Reality Check"

Presented by: Chuck O'Connor, CFEЕ Director of Marketing & Corporate Partnerships

National Cherry Festival, Traverse City, MI

CFEЕ 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/re-view 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 hospital-ity 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.

### Webinars On Demand

Looking for a different webinar topic – don’t forget to check out our Webinars On Demand – previously recorded webinars that are now available for download. For a complete list of available Webinars On Demand, just go to the IFEA Bookstore & Resource Center.

### How Webinars Work

IFEA Webinars are Website-enabled seminars that function much like a teleconference. They use your computer’s Website browser to display presentation materials and other applications important to the Webinar topic, with the audio portion of the presentation provided either through your computer speakers or over the phone. 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.

Once this information has been received, joining a Webinar is as easy as 1, 2, 3!

- 1. Log In To The Webinar:** To start the Webinar, log in to the specific website address that you received for the Webinar and connect to the presentation. Webinars can be viewed on virtually any computer with a high-speed internet connection.
- 2. Listening To The Webinar:** After you’ve logged in and gained access to the Website, you have two options to listen to the audio portion. You can either dial the telephone number provided to hear the webinar via a conference call, or if you have computer speakers, you may listen via your computer speakers. (The phone number provided will not be an 800 number, so all costs for the call will be incurred by the registrant.)
- 3. Sit Back and Learn:** Once you are logged in, all you need to do is sit back and learn! It’s just like any other seminar, except you’re sitting comfortably at your own desk! Throughout the webinar, you are able to ask questions to the presenter using the online Question/Answer messaging system that is part of the Webinar screen. The Webinar Organizer will view your question and present it to the speaker at the end of the presentation.

Along with the Webinar itself, all registered attendees will receive a copy of the presentation used for the webinar prior to the webinar start time in addition to the recorded copy of the webinar after the webinar presentation.

### System Requirements

#### PC-based attendees

Required: Windows® 2000, XP Home, XP Pro, 2003 Server, Vista

#### Macintosh®-based attendees

Required: Mac OS® X 10.3.9 (Panther®) or newer

# IFEA Webinar Series Registration Form



Bringing the information right to your doorstep, we're pleased to present our 2010 IFEA Online Webinar Education Series. Whether you're logging into one of our upcoming Live Presentations in 2010 or checking out some of the previously-recorded Webinars On Demand, the IFEA Webinar series covers a wide variety of topics important to your organization's success, hosted by industry leaders and special guests.

Registration is available for all webinars (both live and pre-recorded) via the online **IFEA Bookstore & Resource Center**, via Phone by calling +1-208-433-0950 ext: 3, or by using the below **2010 IFEA Webinar Registration Form**. For descriptions and eligible CFEE Elective Credits, go to the IFEA Bookstore & Resource Center online at [www.ifea.com](http://www.ifea.com). Please select from the following Live and Pre-Recorded Webinar presentations, then list the total number of webinars purchased in the payment section. Return both pages to the IFEA when placing your order.

## REGISTRATION CONTACT INFORMATION

Webinar Participant: \_\_\_\_\_

Webinar Participant Email: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State/ Province, Zip Code: \_\_\_\_\_ Phone: \_\_\_\_\_

## PURCHASE INFORMATION

	IFEA Member Association Alliance	Non-IFEA Member	Total
<b>Individual Webinars:</b> _____ Quantity X	<input type="radio"/> \$59 (USD)	<input type="radio"/> \$99 (USD)	_____
<b>Purchasing Webinars in Bulk:</b> BUY 3 Webinars and Receive 1 FREE (Up to \$99 in savings)	<input type="radio"/> \$177 (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"/> \$495 (USD)	_____
BUY 10 Webinars and Receive 5 FREE (Up to \$495 in savings)	<input type="radio"/> \$590 (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: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

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, April 8, 2010**  
"Accessible Festivals – Including People with Disabilities"  
Laura Grunfeld, Everyone's Invited
- Thursday, April 22, 2010**  
"The Art of Being Green"  
Tia Christiansen, Owner, Moving Parts Productions/  
Art Coordinator, Rothbury 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, Prosody Creative Services, Inc., New York City, NY
- Thursday, June 10, 2010**  
"How to Apply Successful Case Histories to YOUR Sponsorship!"  
Sylvia Allen, CFEE, Allen Consulting
- Thursday, June 24, 2010**  
"How Do You Use the Internet to Build your Audience in 2010 – Part 2"  
Bruce Lupin & Doug Rasch, Edgeworks Group
- 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

## WEBINARS ON DEMAND

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- **“Cutting-Edge Activation Programs for Festivals and Events”**  
William Chipps, Senior Editor of IEG's Sponsorship Report, Chicago, IL
  - **“Strategies, Tactics and Attitudes to Keep Selling Sponsorship During Tough Times”**  
Bruce Erley, CFEE, President & CEO of Creative Strategies Group, Broomfield, CO
  - **“Conducting an Internal Audit of Your Event”**  
Tom Kern, Sr. Vice President and COO at the Fairfax County Chamber of Commerce, Fairfax, VA
  - **“Identifying the Signs of a Recession on Sponsorship-What Does It Mean to Me? - Step 1 of 7”**  
Sylvia Allen, CFEE, President, Allen Consulting, Holmdel, NJ
  - **“Two-Way Conversations: Event-Sponsor Partnerships to Maximize Sponsorship Returns - Step 2 of 7”**  
Sylvia Allen, CFEE, President, Allen Consulting, Holmdel, NJ
  - **“Creative Sponsorship for Challenging Times - Step 3 of 7”**  
Sylvia Allen, CFEE, President, Allen Consulting, Holmdel, NJ
  - **“Adapting Sales Strategies for a Recession - Step 4 of 7”**  
Sylvia Allen, CFEE, President, Allen Consulting, Holmdel, NJ
  - **“Adapting Sponsor Marketing Strategies for a Recession - Step 5 of 7”**  
Sylvia Allen, CFEE, President, Allen Consulting, Holmdel, NJ
  - **“Activating Sponsorship to Maximize Value and Return - Step 6 of 7”**  
Sylvia Allen, CFEE, President, Allen Consulting, Holmdel, NJ
  - **“Pulling It All Together - A Review of Sessions 1-6 - Understanding How They All Work Together Towards Sponsorship Success - Step 7 of 7”**  
Sylvia Allen, CFEE, President, Allen Consulting, Holmdel, NJ
  - **\* “Seven Sponsorship Steps for Weathering the Economic Storm”**  
Sylvia Allen, CFEE, President, Allen Consulting, Holmdel, NJ  
\* Buy all 7 of the above steps for 1 low price of \$295 IFEA Members; \$375 Non-IFEA Members
- 
- **“Reaching and Including the Teens, Tweens and Twenty's Market”**  
Ted Baroody, Director of Development, Norfolk Festevents, Norfolk, VI
  - **“The Internet: Nothing to Fear”**  
Neville Bhada, Vice President of Communications & Public Relations Southeast Tourism Society in Atlanta, GA
  - **“Fully Connected: Maximizing Your Use of the Latest Online Social Media Technology”**  
Carla Pendergraft, Carla Pendergraft Associates, Waco, TX
  - **“Using the Internet to Build Your Audience in 2010 - Part 1”**  
Bruce Lupin & Doug Rasch, Edgeworks Group
  - **“Leveraging the Internet to Market Your Event: An Event-centric Focus on Search Engines”**  
Bruce Lupin, CEO, Edgeworks Group, Aliso Viejo, CA
  - **“Intro to Social Media for Festivals and Events”**  
Carla Pendergraft, Carla Pendergraft Associates
- 
- **“Keeping Your Event Fresh - The Creative Process”**  
Ira Rosen, President, Entertainment On Location, Point Pleasant, NJ
  - **“Building a Strong Educational Component into Your Event”**  
Randy Blevins, Vice President of Programming, Memphis in May International Festival, Memphis, TN
  - **“You've Got to be Seen Green”**  
Mike Berry, CFEE, President/CEO, Kentucky Derby Festival, Louisville, KY
- 
- **“Volunteers: The Greatest Generation, Baby-Boomers and the Gen-X Crowd”**  
Penny Reeh, Owner, Indigo Resource Group, Fredericksburg, TX
  - **“How to Eat a Frog for Breakfast: Remarkable Time Management”**  
Gail Alofsin, Director of Corporate Partnerships, Newport Harbor Corporation
  - **“People - Your Greatest Asset!”**  
Ted Baroody, Director of Development, Norfolk Festevents, Norfolk, VI
  - **“Re-configuring the Norm”**  
Jeff Curtis, Portland Rose Festival  
Jeff Curtis, Portland Rose Festival
  - **“Cheers! “Tapping” In To Your Full Revenue Potential With Alcohol Sales”**  
Paul Jamieson, CFEE, SunFest
  - **“Pushing the Boulder”**  
Tom Bisignano, CFEE, Meeting Biz, Orlando, FL

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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](mailto:nia@ifea.com) or Phone: +1-208-433-0950 ext: 3, Fax: +1-208-433-9812 • [www.ifea.com](http://www.ifea.com)