

# 2012 IFEA Webinar Series



IFEA is pleased to present our 2012 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? All Live webinars are recorded and are available to be purchased as "Webinars On Demand" to watch at your leisure. 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
  - (See separate brochure/registration form for Webinars on Demand)
- Calling the IFEA at +1-208-433-0950 ext: 3

#### Individual Webinar Cost:

- \$59 - IFEA Members
- \$59 - Association Alliance Members
- \$79 - Festival & Event Ontario 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:

(Call, Mail or Fax orders only, 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

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## 2012 IFEA WEBINAR SCHEDULE

#### THURSDAY, JANUARY 19TH, 2012

Five Fatal Flaws of Selling Sponsorship and How to Overcome Them  
Bruce Erley, CFEE, APR  
President & CEO, Creative Strategies Group, Broomfield, CO  
CFEE Elective Credit: Economic Impact

#### THURSDAY, FEBRUARY 2ND, 2012

Bells & Whistles: Understanding and Choosing the Best Social Media Tools for your Event  
Carla Pendergraft, CMP  
Owner, Carla Pendergraft Associates, Waco, TX  
CFEE Elective Credit: Current Industry Issues & Trends

#### THURSDAY, FEBRUARY 16TH, 2012

Who Knows You? Power Marketing! Formulating Winning Marketing Strategies  
Gail Alofsin, Director of Corporate Partnerships  
Newport Harbor Corporation, Newport, RI  
CFEE Elective Credit: Current Industry Issues & Trends

#### THURSDAY, MARCH 1ST, 2012

What Must the Modern Festival & Event Manager Master?  
Bill O'Toole, B.Sc., M.Eng., Manager of Event Project Management System (EPMS) Pty Ltd, Sydney, New South Wales, Australia  
CFEE Elective Credit: Leadership & Management

#### THURSDAY, MARCH 15TH, 2012

Maximum Creativity with Minimum Costs  
Mary Ann L. Dilling, CFEE  
Executive Director, Fond du Lac Festivals, Inc., Fond du Lac, WI  
CFEE Elective Credit: Creativity & Innovation

#### THURSDAY, MARCH 29TH, 2012

Building a Constructive Board-Staff Partnership  
Mitch Dorger, Principal  
Dorger Executive Consulting, Pasadena, CA  
CFEE Elective Credit: Leadership/Management

#### THURSDAY, APRIL 12TH, 2012

Engaging Youth at Your Event: New Answers to an Age Old Challenge  
Ken Ashby, President and Maris Segal, CEO,  
Prosody Creative Services, Inc., New York, NY  
CFEE Elective Credit: Leadership & Management

#### THURSDAY, APRIL 26TH, 2012

Membership Has It's Privileges - Upgraded Event Experiences that Boost Your Budget  
Becky Genoways, President/CEO  
On the Waterfront, Inc., Rockford, IL  
CFEE Elective Credit: Economic Impact

#### THURSDAY, MAY 10TH, 2012

Buy and Use Entertainment More Effectively & Generate More Revenue  
John Owen, CFE, Director of Marketing & Member Services  
Outdoor Amusement Business Association, Winter Park FL  
CFEE Elective Credit: Leadership & Management

#### THURSDAY, MAY 24TH, 2012

What I Wish I Knew Six Months Ago - A Practical Discussion on Growing Event Attendance Online in 2012  
Doug Rasch, Online Marketing Director  
Edgeworks Group, Irvine, CA  
CFEE Elective Credit: Current Industry Issues & Trends

#### THURSDAY, OCTOBER 18TH, 2012

The Nexus between Risk Management and your Event Security & Safety Management Plan  
Peter Ashwin, Partner & Principal Consultant,  
Exelar Consulting, Boise, ID  
Eligible for CFEE Elective Credit: Leadership & Management

#### WEDNESDAY, OCTOBER 24TH, 2012

Merchandise: Finding the Balance That Best Fits Your Event  
Bridget Sherrill, Vice President of Merchandising & Jennifer Morgan, Merchandising Manager  
Kentucky Derby Festival, Louisville, KY  
CFEE Elective Credit: Creativity & Innovation

#### THURSDAY, NOVEMBER 1ST, 2012

The Charitable Impact of Festivals & Events: It's Not Just About Corn Dogs and Cokes Anymore: You Also Need to Show 'em You Care!  
Jeff English, Sr. Vice President of Administration/General Council  
Kentucky Derby Festival, Louisville, KY  
CFEE Elective Credit: Leadership & Management

#### THURSDAY, NOVEMBER 8TH, 2012

From Outsider to Insider: Creating Festival Fans  
Gail Bower, President,  
Bower & Co. Consulting, Philadelphia, PA  
CFEE Elective Credit: Creativity/Innovation

#### THURSDAY, NOVEMBER 15TH, 2012

Events Central: A New Age of Partnership & Policy in Municipal Events Management  
Delores MacAdam, Manager, City of Ottawa Events Central Branch & Mark Ford, Inspector, Ottawa Police Special Event Unit, Ottawa, ON, Canada  
CFEE Elective Credit: Leadership & Management

## Thursday, January 19th, 2012

### Five Fatal Flaws of Selling Sponsorship and How to Overcome Them

Bruce Erley, CFEE, APR  
President & CEO,  
Creative Strategies  
Group, Broomfield, CO

CFEE Elective Credit: Economic Impact



*As the adage goes . . . Wisdom comes from Success, Success from Experience, Experience from Failure. After more than 30 years in sponsorship sales, Bruce Erley, founder, president and CEO of Denver-based Creative Strategies Group will share some of the biggest failures and flaws he has experienced or witnessed during his career and how to avoid or overcome them.*

Bruce Erley is a 30-year veteran of the event marketing and sponsorship field and is regarded as a leading sponsorship expert for the festivals industry. He founded Creative Strategies Group (CSG) in 1995. Prior to that time, Bruce was the Vice President for Marketing and Sales for the International, educational and cultural organization, Up with People, where he directed sponsor sales, entertainment marketing and merchandising operations. At Creative Strategies Group, Bruce conducts all general consultation, including the development of property audits, sponsorship plans, corporate sponsorship programs and training, as well as directs CSG's ongoing operations. Erley is widely acclaimed as a top presenter on sponsorship topics for the festivals and events industry.

## Thursday, February 2nd, 2012

### Bells & Whistles: Understanding and Choosing the Best Social Media Tools for your Event

Carla Pendergraft, CMP  
Owner, Carla Pendergraft  
Associates, Waco, TX

CFEE Elective Credit: Current Industry Issues & Trends



*Are you already comfortable using Facebook and Twitter, and find yourself ready for the next level of social media marketing? If so, this webinar is for you. We'll go over the "bells and whistles" of some of the new technologies that could make a difference in your festival and event marketing. Groupon, LivingSocial, QR Codes, and Craigslist are just a few of the technologies we'll touch on. We'll talk about how festivals are actually using these today and explain how they work. Come prepared to move beyond the basics and explore some brand new ideas for marketing your festival or event.*

Carla Pendergraft has been a freelance web designer since 1998 and has owned her own web design and consulting firm since 2002. She is Director of Sales & Internet Development at the Waco Convention & Visitors Bureau, a position she has held for over 20 years. She has a bachelor's degree in Middle Eastern Studies from the University of California, and a Master's degree in business from Texas State University. She speaks frequently on the topic of social media and the internet, and has over 60 websites to her credit.

## Thursday, February 16th, 2012

### Who Knows You? Power Marketing! Formulating Winning Marketing Strategies

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

CFEE Elective Credit: Current Industry Issues & Trends



*No matter what your job title is, you are always marketing – products, services, ideas and YOU! Focused on building sustainable, successful and powerful relationships with internal and external customers, the end goal is to increase the bottom line while creating a work place focused on success for all involved.*

*Winning marketing strategies include event marketing, corporate partnership, power networking, community engagement, guerilla marketing and sales. New mindset: It's not about who you know – it's all about who knows you!*

*Whether you are new to marketing or have been executing programs for years – this webinar is designed to review your passion for your company and to inspire excellence. The bottom line is that marketing that works will attract, engage and retain customers. When all is said and done – it is all about who knows YOU! You...are your company!*

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.

## Thursday, March 1st, 2012

### What Must the Modern Festival & Event Manager Master?

Bill O'Toole, B.Sc., M.Eng.,  
Manager of Event Project  
Management System  
(EPMS) Pty Ltd, Sydney,  
New South Wales, Australia



CFEE Elective Credit: Leadership & Management

*As our industry grows in importance, the event management team must understand that their events and festivals are no longer isolated. The governments, companies, authorities and sponsors regard them as assets with a big and immediate return on investment. The management sciences of strategy, decision criteria, ISO31000, measuring goodwill, feasibility reports, management processes and metrics all now play a part whether we like it or not. We should not be swamped by our success. Now is the time for the event team to master these concepts and use them for the benefit of the event.*

Bill O'Toole is the Manager of the Event Project Management System Pty., Ltd. (EPMS) and Founding Director of the International Event Management Body of Knowledge (EMBOK). He works for governments and large organizations around the world on their event development strategies. His latest textbook, Events Feasibility and Development, is a detailed explanation and guide to this international movement to develop and rationalize the event portfolio.

## Thursday, March 15th, 2012

### Maximum Creativity with Minimum Costs

Mary Ann L. Dilling, CFEE  
Executive Director,  
Fond du Lac  
Festivals, Inc.,  
Fond du Lac, WI

CFEE Elective Credit: Creativity & Innovation



*Looking for ways to add new and exciting events to your festival while not adding new and exciting expenses to your bottom-line? This webinar will explore creative ways to enhance and grow your events with minimal or no cost to you and explore imaginative ways to better maximize and create opportunities for your events.*

Mary Ann Dilling, CFEE has served as the Executive Director of Fond du Lac Festivals for the past ten festivals seasons. Fond du Lac Festivals is a nonprofit organization that produces Taste of Fond du Lac, Light Up the City, and Wisconsin

premier event, Walleye Weekend a Free Family Festival. Fond du Lac Festivals currently benefits almost 200 non-profit organizations through its efforts. She is responsible for all aspects of the organization, including budget, sponsorship, marketing, community relations, acts and entertainment, building and grounds, and accounting. Fond du Lac Festivals is able to produce international award winning events by partnering with different entities and utilizing their resources to maximize the events to their fullest potential.

## Thursday, March 29th, 2012

### Building a Constructive Board-Staff Partnership

Mitch Dorger, Principal  
Dorger Executive Consulting, Pasadena, CA

CFEЕ Elective Credit:

Leadership/Management



*Regardless of what business a non-profit is in, it is critical to the success of the organization that there be a constructive partnership between the board of the organization and the staff, particularly the chief executive. These relationships work best when everyone involved understands what the respective roles are and what is required to establish and maintain the right relationships. This can sometimes be very challenging in the festival industry because our activities are so much fun that everyone wants to be in on the operational action and lines of responsibility get blurred. This session will not only lay out the basic ground rules for a constructive partnership, but will also follow an interactive format to see if board members and staff both understand the proper roles of each and how they interrelate. Invite your board chair and the executive director to view this webinar together. The interactive nature of the session will be both fun and instructive.*

Recently retired as the CEO of the Pasadena Tournament of Roses, **Mitch Dorger** brings to his new consulting practice more than 40 years of work experience including, 20 years as a chief executive officer. His experience as a CEO was consistently characterized by successful performance improvement programs and high employee morale and achievement. He believes the fundamental goal of leadership is to inspire teamwork and the spirit of continuous improvement. He has recent expertise in the world of non-profit organizations and is well versed in corporate governance, volunteer management, financial planning and management, government relations, and large

event management. As a public speaker he has lectured on non-profit organizational management, strategic planning, change management and leadership. He has also served as a keynote speaker for four different festival and event association conventions.

## Thursday, April 12th, 2012

### Engaging Youth at Your Event: New Answers to an Age Old Challenge

Ken Ashby, President and Maris Segal, CEO, Prosody Creative Services, Inc., New York, NY

CFEЕ Elective Credit: Leadership & Management



*We target young people for our events, know they have buying and spending power, and know they are influencers with their families, but, do we truly know how to engage them, on their terms, in ways that are meaningful and will build loyalty? From volunteerism to social media and event programming, Ken Ashby and Maris Segal, award winning executive producers and marketers, will explore reaching this important audience where they live, learn and play.*

**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, April 26th, 2012

### Membership Has It's Privileges - Upgraded Event Experiences that Boost Your Budget

Becky Genoways, President/CEO  
On the Waterfront, Inc., Rockford, IL

CFEЕ Elective Credit: Economic Impact



*The upgraded hospitality or membership club experience can yield great results without requiring a lot of resources. From small intimate settings to large corporate tents, upgraded experiences are a non-traditional revenue source that will make your patrons happy and boost your budget.*

**Becky Genoways**, CFEЕ is the President/CEO of ON THE WATERFRONT, Inc., a multiple event production company located in Rockford, Illinois. The company's flagship event, the On the Waterfront Festival, is one of Illinois' largest music festivals - a three-day Labor Day weekend event, encompassing 25 city blocks in the center of the city, and includes 80 performers on 5 stages, over 20 special events, and 50 local not-for-profit food vendors. Becky has been CEO of On the Waterfront, Inc. since 1998 and involved in the festival and event industry for over 30 years. Becky currently serves on the Board of Directors and the President's Council of the IFEA.

## Thursday, May 10th, 2012

### Buy and Use Entertainment More Effectively & Generate More Revenue

John Owen, CFE, Director of Marketing & Member Services

Outdoor Amusement Business Association, Winter Park FL

CFEЕ Elective Credit: Leadership & Management



*This Webinar focuses on how to buy and use entertainment to generate more money for your event. Why spend the money? How to I get more out of your entertainment budget? Why should you be looking at walk around/specialty acts and acquiring your own walk around character/characters. How do you use them to make more money for your event?*

**John Owens** has an extensive background in Radio, Television and Cable TV. His background includes producing bands for live performance, running two Talent Booking agencies, one of which was CMC Productions out of Raleigh,

NC was also a management company for Epic/RCA, Arista artists Nantucket, Doc Holiday and Glass Moon. He has promoted outdoor shows and been in the Fair industry for over 10 years as Fair Manager at the Anderson County Fair in Anderson, SC, the Nevada State Fair in Reno, Nevada and as the Marketing/Event Director at the Volusia County Fair in DeLand, Fl. Extensive background in booking entertainment. Author of "Opening Night" Creating Successful Events. Owens is currently the Director of Marketing and Member Services for the Outdoor Amusement Business Association (OABA).

## Thursday, May 24th, 2012

### What I Wish I Knew Six Months Ago - A Practical Discussion on Growing Event Attendance Online in 2012

Doug Rasch,  
Online Marketing Director  
Edgeworks Group, Irvine, CA

CFEЕ Elective Credit: Current Industry Issues & Trends



As the Online Marketing Director for Edgeworks Group, Doug Rasch has used every existing web based marketing tactic: QR Codes, Facebook ads, SMS marketing, Twitter Accounts, Google Ads, Video Promotions, Mobile Marketing, LinkedIn Advertisements, PR web, Phone Tracking, Multivariate Programs, Banner Ads, Follow Advertising etc. Join him for an honest review of what online efforts built attendance, and which ones failed. Real world results and analysis from actual Marketing Campaigns for events, warts and all.

**Doug Rasch** a decorated US Marine, found that the combination of his academic background in Math, and an early career in managing live theater, provided the odd mix of skills needed in web Marketing. Doug, with professional advertising certifications from Google and Bing, spent five years marketing events and live theater in Southern California, before moving to Edgeworks Group in 2008, where he is currently the Director of Online Marketing. Doug regularly speaks at webinars and conferences across the country, sharing his experiences with SEO, Online Advertising, Social Media Management, Mobile Marketing, Facebook App development, and Website Usability Tracking & Analysis.

## Thursday, October 18th, 2012

### The Nexus Between Risk Management and your Event Security & Safety Management Plan

Peter Ashwin, Partner & Principal Consultant,  
Exelar Consulting, Boise, ID

Eligible for CFEЕ Elective Credit: Leadership & Management



*Nexus – (1) a means of connection, (2) a connected series or group, (3) the core or center, as of a matter or situation.*

During the IFEA's 56th Annual Convention & Expo in Fort Worth, Texas in 2011, we explored risk management for events - "What keeps you up at night?" If you didn't have an opportunity to attend this workshop, you can find the presentation here.

Continuing on from this step, the next logical step is to outline how your risk management plan informs the development of your Event Security and Safety Management Plan. During this IFEA Webinar, we will recap on the event risk management process including the "top 20 risks" shared by the attendees at the workshop from the IFEA Convention and then talk about the "nexus" between risk and security and safety management. We will conclude by outlining some best practices in Event Security and Safety Plans.

**Peter Ashwin** is the Managing Partner and Principal Consultant at Exelar Consulting, focusing on Security & Investigations, Master Security Planning, Risk Management & Operational Readiness. Projects include: Technical writer for Host City Bids for major events such as Sochi 2014 Winter Olympic Games; Doha 2016 Olympic Games; Moscow 2010 Youth Olympic Games and Russia Bid for 2018/2022 FIFA World Cup. He was the Project Director for Games Readiness Exercises for the Vancouver 2010 Winter Olympic & Paralympic Games; Athens 2004 Olympic Games and Sydney 2000 Olympic Games. In addition he was the Project Manager of Games Security for the Torino 2006 Winter Olympic Games and Security Consultant for Joint Operations, Integration & Coordination for the Salt Lake 2002 Olympic Winter Games.

## WEDNESDAY, October 24th, 2012

### Merchandise: Finding the Balance That Best Fits Your Event

Bridget Sherrill,  
Vice President of Merchandising & Jennifer Morgan, Merchandising Manager  
Kentucky Derby Festival, Louisville, KY

CFEЕ Elective Credit: Creativity & Innovation



Merchandise sales have always been an important and valuable revenue stream for festivals, but like everything else, how and where we reach the consumers with our products and getting them to buy can sometimes be a challenge. Keeping up with merchandising trends, selecting products that reach your demographic and being conscious of today's economic climate are all very important factors in selecting the right mix of products for your event. Retail product placement, on line marketing and on site booth location and display are all important things to help assure those products sell. These coupled with knowing how to select the right balance of designs, sizes and quantities can be the difference in a profitable merchandise program.

The Kentucky Derby Festival merchandise program is always evolving to meet the needs of our customers and suppliers. Spend some time with Bridget Sherrill and Jennifer Morgan from the Kentucky Derby Festival as they discuss what has worked over the years and what has not.

**Bridget Sherrill** has been with the Kentucky Derby Festival for 38 years holding various positions ranging from bookkeeper to events manager to marketing and her current position as Vice President of Merchandising. Bridget's primary responsibility is overseeing the Festival's Merchandise Program and the highly proclaimed Pegasus Pin Program which generates approximately 23% of the Derby Festival's annual \$5.8 million dollar budget. Bridget has served on the Leadership Alliance Committee of the International Festival & Events Association Foundation and was Chairman of the organization in 2001 in addition to serving on the IFEA President's Council. In 2004, Bridget received the prestigious honor of being inducted into the IFEA Hall of Fame.

Since 2001, **Jennifer Morgan** has served as the Merchandising Manager of the Kentucky Derby Festival, Inc., a private, non-profit civic celebration. Prior to this role, Jennifer served as the Sales and Marketing Manager for a merchandise licensing company for seven years. She is a 1992 graduate of Miami University and began her career as retail manager for the

Limited Corporation. As Merchandising Manager for Kentucky Derby Festival, Jennifer oversees the development, production and distribution of the Festival's merchandise line.

## Thursday, November 1st, 2012

### The Charitable Impact of Festivals & Events: It's Not Just About Corn Dogs and Cokes Anymore: You Also Need to Show 'em You Care!



Jeff English, Sr. Vice President of Administration/General Council  
Kentucky Derby Festival, Louisville, KY  
CFEE Elective Credit: Leadership & Management

*While the Festivals we produce provide a greater quality of life and a substantial economic impact on our communities, it's also important to show your citizens and city leaders there is a charitable impact as well. It helps strengthen that critical bond between the Festival and your patrons, provides excellent public relations opportunities and might just lead to an extra sponsorship dollar or two! The Kentucky Derby Festival Foundation is the 501(c)3 charitable arm of the Kentucky Derby Festival. It manages the charitable outreach of KDF and has a charitable impact of over \$400,000 each year. Jeff English, Sr. VP of Administration for the Kentucky Derby Festival, will explain how the Foundation works and will outline ways in which KDF highlights its charitable impact to the community and city leaders.*

Jeff English is the Sr. Vice President of Administration/General Counsel of the Kentucky Derby Festival. After graduating from Washburn University School of Law (Topeka, KS) in 2004, Jeff worked in politics and practiced law before joining the KDF staff. As General Counsel for KDF, he is charged with overseeing all of the Festival's legal issues, along with serving as its risk management officer.

## Thursday, November 8th, 2012

### From Outsider to Insider: Creating Festival Fans

Gail Bower, President,  
Bower & Co. Consulting,  
Philadelphia, PA

CFEE Elective Credit:  
Creativity/Innovation



*All events and festivals have lifecycles. Building audiences – your event's lifeblood – during each of these phases faces its own challenges. A new event is a clean slate, but it's also when you invest the most to attract*

*ticket buyers, participants, sponsors, vendors, and influencers. At the five-year mark, if the event survives, suddenly you've come of age. The next several years usually bring more growth, but it also means more innovation on your end. That innovation cycle, in both your event and how you market it, can mean the difference between an event or festival that has longevity and one that crashes and burns.*

*Learn what it takes to create festival and event fans of all your audiences – ticket buyers, sponsors, participants, vendors, partners, and even staff, along with those who influence them. Invest an hour with Gail Bower, event, marketing, and sponsorship strategist, in a strategic discussion about growing events – and event supporters – and come away with new ideas to inspire your 2013 events.*

Gail Bower helps 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. 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). Visit her web site at [GailBower.com](http://GailBower.com).

## Thursday, November 15th, 2012

### Events Central: A New Age of Partnership & Policy in Municipal Events

Delores MacAdam,  
Manager, City of  
Ottawa Events Central Branch &  
Mark Ford, Inspector, Ottawa Police,  
Special Event Unit,  
Ottawa, ON, Canada



CFEE Elective Credit: Leadership & Management

*Managing municipal events can be both exciting and challenging at the same time. A successful event can raise the profile, prestige and citizen support for a city as a whole. At the same time it only takes one mishap or planning error to ruin an event, often leading to major financial, public relations and safety issues. The City of Ottawa's Events Central office represents a breakthrough in coordinated, repeatable events management. The model leverages a standing Special Events Advisory Team, documented processes and by-laws, and emerging citizen engagement technologies to design, implement and track each of its over 250 events per year.*

*This model has proven successful in managing both large national and international events such as the Ottawa Bluesfest, Winterlude, FIFA Games, Grey Cup and Canada Day celebrations, down to hundreds of local group, ethnic and community events. Ottawa won the IFEA Top City Award in North America for "Festival and Events City" 2010 (population 500,00 to 1 million). Ottawa was the first City to receive this Award. Delores MacAdam, Manager of Events Central and Mark Ford, Inspector Ottawa Police, are the designers of the Ottawa events management program, they will retrace the city's journey to establish relations and standards across all entities in the city's events infrastructure. They will reveal key insights, best practices and potential pitfalls along the way.*

Delores MacAdam is the manager of the City of Ottawa Events Central Branch (Special Events and Corporate Volunteer Program). She is involved in all phases of design, planning, execution and evolution of over 250 local, national and international events per year. With 30 years of experience in community planning and development at the municipal and provincial level, she is responsible for engaging political leaders, local business & community groups, professional entertainment and sporting entities, as well as knitting together dozens of local and worldwide events for celebration. For the past year, she has worked with consultants from various North American cities to develop a software program for events which will be launched February 1st, 2012. She will also be bringing to the City of Ottawa Council a Special Events By-law that has been designed to address the needs of government (compliance) and event organizers in terms of process, transparency and fairness.



## Webinars On Demand

Looking for a different webinar topic – don't forget to check out our Webinars OnDemand – 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

### For PC-based participants:

- Internet Explorer® 7.0 or newer, Mozilla® Firefox® 3.0 or newer or Google™ Chrome™ 5.0 or newer (JavaScript™ and Java™ enabled)
- Windows® 7, Vista, XP or 2003 Server
- Cable modem, DSL, or better Internet connection
- Minimum of Pentium® class 1GHz CPU with 512 MB of RAM (recommended) (2 GB of RAM for Windows® Vista)

### For Mac®-based participants:

- Safari™ 3.0 or newer, Firefox® 3.0 or newer or Google™ Chrome™ 5.0 or newer (JavaScript™ and Java™ enabled)
- Mac OS® X 10.5 – Leopard® or newer
- Intel processor (512 MB of RAM or better recommended)
- Cable modem, DSL, or better Internet connection

# 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	Festival & Event Ontario Members	Non-IFEFA Member	Total
<b>Individual Webinars:</b> _____ Quantity X	<input type="radio"/> \$59 (USD)	<input type="radio"/> \$79 (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"/> \$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)	_____
			<b>TOTAL</b>	_____

### PAYMENT INFORMATION

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

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

### 2012 UPCOMING LIVE WEBINARS: To register please make your selection by checking (✓) from the webinars below:

- |   |   |   |
|---|---|---|
| <ul style="list-style-type: none"> <li><input type="radio"/> <b>Thursday, January 19th, 2012</b><br/><i>Five Fatal Flaws of Selling Sponsorship and How to Overcome Them</i><br/>Bruce Erley, CFEE, APR, Creative Strategies Group</li> <li><input type="radio"/> <b>Thursday, February 2nd, 2012</b><br/><i>Bells &amp; Whistles: Understanding and Choosing the Best Social Media Tools for your Event</i><br/>Carla Pendergraft, CMP, Carla Pendergraft Associates</li> <li><input type="radio"/> <b>Thursday, February 16th, 2012</b><br/><i>Who Knows You? Power Marketing! Formulating Winning Marketing Strategies</i><br/>Gail Alofsin, Newport Harbor Corporation</li> <li><input type="radio"/> <b>Thursday, March 1st, 2012</b><br/><i>What Must the Modern Festival &amp; Event Manager Master?</i><br/>Bill O'Toole, B.Sc., M.Eng., Event Project Management System (EPMS) Pty Ltd</li> <li><input type="radio"/> <b>Thursday, March 15th, 2012</b><br/><i>Maximum Creativity with Minimum Costs</i><br/>Mary Ann L. Dilling, CFEE, Fond du Lac Festivals, Inc.</li> </ul> | <ul style="list-style-type: none"> <li><input type="radio"/> <b>Thursday, March 29th, 2012</b><br/><i>Building a Constructive Board-Staff Partnership</i><br/>Mitch Dorger, Principal, Dorger Executive Consulting</li> <li><input type="radio"/> <b>Thursday, April 12th, 2012</b><br/><i>Engaging Youth at Your Event: New Answers to an Age Old Challenge</i><br/>Ken Ashby &amp; Maris Segal, Prosody Creative Services, Inc.</li> <li><input type="radio"/> <b>Thursday, April 26th, 2012</b><br/><i>Membership Has It's Privileges - Upgraded Event Experiences that Boost Your Budget</i><br/>Becky Genoways, On the Waterfront, Inc.</li> <li><input type="radio"/> <b>Thursday, May 10th, 2012</b><br/><i>Buy and Use Entertainment More Effectively &amp; Generate More Revenue</i><br/>John Owen, CFE, Outdoor Amusement Business Association</li> <li><input type="radio"/> <b>Thursday, May 24th, 2012</b><br/><i>What I Wish I Knew Six Months Ago - A Practical Discussion on Growing Event Attendance Online in 2012</i><br/>Doug Rasch, Online Marketing Director<br/>Edgeworks Group</li> </ul> | <ul style="list-style-type: none"> <li><input type="radio"/> <b>Thursday, October 18th, 2012</b><br/><i>The Nexus between Risk Management and your Event Security &amp; Safety Management Plan</i><br/>Peter Ashwin, Exelar Consulting</li> <li><input type="radio"/> <b>WEDNESDAY, October 24th, 2012</b><br/><i>Merchandise: Finding the Balance That Best Fits Your Event</i><br/>Bridget Sherrill &amp; Jennifer Morgan, Kentucky Derby Festival</li> <li><input type="radio"/> <b>Thursday, November 1st, 2012</b><br/><i>The Charitable Impact of Festivals &amp; Events: It's Not Just About Corn Dogs and Cokes Anymore: You Also Need to Show 'em You Care!</i><br/>Jeff English, Kentucky Derby Festival</li> <li><input type="radio"/> <b>Thursday, November 8th, 2012</b><br/><i>From Outsider to Insider: Creating Festival Fans</i><br/>Gail Bower, Bower &amp; Co. Consulting</li> <li><input type="radio"/> <b>Thursday, November 15th, 2012</b><br/><i>Events Central: A New Age of Partnership &amp; Policy in Municipal Events Management</i><br/>Delores MacAdam, City of Ottawa Events Central Branch</li> </ul> |
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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 IFEFA 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.

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