



**Perspective (per spek' tiv) – the ability to see things in a true relationship.**

Event planners face constant deadlines to sell sponsorships, direct operations, conduct marketing campaigns, inspire volunteers and manage budgets, leaving little time for the creative process. Sometimes all we need to speed along or enhance a project is some fresh perspective.

IFEFA's new Materials Review service offers you that fresh perspective by conducting a professional peer review of any materials or programs that you may be developing. Simply send us your draft copy and we will review it with a team of experienced industry professionals, make suggestions and recommend relevant resource materials.

## What Can We Review?

- Brochures and other Printed Collateral Materials
- Websites/online Marketing Campaigns
- Sponsorship Solicitation Materials/Proposals
- Operations Guidelines
- Volunteer Manuals
- Employee Manuals
- Requests For Proposals
- Or simply call us and ask!

## Program Cost

Prices will be quoted based upon the scope of each project. Please allow 30 days for the completion of the review.

## Getting Started

For more information about this IFEA program, please contact one of our Business Development Directors:

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