

# IFEA TRAINING

## SUCCESS SERIES SEMINARS



**I**FEA Success Seminars are designed to provide the most up-to-date information, on the industry's most important skills, trends and issues, presented by the top professionals in our field. Seminars can range in length from 90 minutes to half, full or multiple day sessions. Topics may be presented with a narrow, more detailed focus or with a broad brush-stroke introduction to multiple topic areas.

The following represent a sampling of training topics or we will be happy to work with you to customize an IFEA Success Seminar to meet your specific needs. Some IFEA Success Seminars may count toward credits necessary to complete the IFEA's Certified Festival & Event Executive (CFEE) professional certification program.

### **Successful Sponsorship and Sponsor Service**

*Discussion Points May Include:*

- Assessment of Sponsorship Potential
- Assembling and Valuing Rights Packages
- Valuing Intangible Assets and Determining Appropriate Fees
- Creating Compelling Sponsorship Proposals
- Making the Commitment Needed for Sponsorship Renewals
- Sponsor Servicing and Fulfillment
- Post Event Reporting and Evaluation

### **Non-Traditional Sponsorships**

*Discussion Points May Include:*

- Understanding Value-In-Kind and Barter Agreements
- Understanding How to Maximize and Exploit Non-Cash Sponsorships
- Understanding the Value of Media Partnerships
- Non-Sponsorship Revenue Opportunities
- Understanding Common Industry Revenue Sources
- Creating Professional Cash Management & Inventory Control Systems
- Researching and Understanding the Value of Demographics
- Understanding the Strengths and Challenges of a Strong Revenue Program
- Identifying Revenue Opportunities Within and Outside of Current Programs

### **Marketing and Media Relations**

*Discussion Points May Include:*

- The Role of Marketing in Event Success
- Creating an Internal Structure for Successful Marketing and Media Relations
- Strategic Marketing Plans
- Creating Your Event Brand
- Building and Nurturing Successful Media Relationships
- Crisis Management and the Media
- The Role of Creativity

### **Surviving a Down-Economy**

*Discussion Points May Include:*

- Public Relations – The Seven “Be’s” of Survival in Today’s Economic Climate
- Needs vs. Wants
- Re-Inventing Yourself
- Selling Sponsorship in Uncertain Times
- The Power of Partnerships

## Operations/Risk Management

*Discussion Points May Include:*

- Key Elements of Site-Plan Development
- Soliciting, Securing and Managing Contracted Services
- Insurance and Risk Management
- The Essential Role of Interpersonal/Relationship Building Skills in Event Management
- Crowd Control, Security and Contingency Planning Issues
- Operational Leadership

## Administration & Management

*Discussion Points May Include:*

- Understanding Business Plans
- Leadership Skills
- Budgeting & Finance
- Managing Marketing
- Understanding the Social and Economic Impact of Community Events

## Creating and Building a Collaborative Event Volunteer Organization

*Discussion Points May Include:*

- Targeted Recruiting Programs
- Data and Schedule Management
- Proper Training
- Communications and Motivation
- Successful Retention

## Festivals and Events as Economic Drivers

*Discussion Points May Include:*

- Understanding and Conducting Economic Impact Studies
- Understanding the Economic Value of Festivals and Events
- Using Economic Impact Research to Further Your Event

## Festivals and Events as Tourism Drivers

*Discussion Points May Include:*

- Understanding How Festivals and Events Contribute to the Tourism Product in Your Community, State, Region and Beyond
- Understanding and Maximizing Your Relationships with State Tourism Departments, CVB's, Chambers of Commerce and Downtown Partnership Groups
- Partnering with Other Events, Hotels, Airlines, and Travel Agencies to Create Regional Tourism Packages
- Hosting Bus Tour Groups

## Maximizing Event Entertainment

*Discussion Points May Include:*

- Understanding the Importance of Entertainment for Your Event
- Picking the Right Entertainment for Your Audience and Budget
- In-House Booking versus Outside Agent
- Understanding Contracts, Riders and Terminology in the Entertainment Industry
- Understanding Music Licensing and Other Key Legal Elements in the Entertainment Process

## Successful Parades

*Discussion Points May Include:*

- Planning for Your Parade
- Logistics, Operations and Policies
- Bands and Musical Units
- Floats, Balloons and Specialty Units
- Media Coverage
- Awards
- Volunteers
- Budgeting

## The Making of a Festival

*Discussion Points May Include:*

- Understanding the Value of a Community Festival
- Feasibility Studies
- Defining Your Festival and It's Elements
- Announcements
- Board of Directors
- Leadership
- Staff and Business Plans
- Budgeting
- Creating the Image
- Securing and Retaining Sponsorships
- Non-Sponsorship Revenue Programs
- Creating and Building a Successful Volunteer Program
- Community Partnerships
- Creativity and Quality
- Protecting Your Festival
- Evaluation

## The Greening of Events

*Discussion Points May Include:*

- The 'Value' of Green
- The New Green: Way Beyond Recycling
- Recycling, Reclaiming, Re-examining Your Event
- Events as an Education Source
- New Monies to Support Green Programs

## The Role of Technology in Events/Event Management

*Discussion Points May Include:*

- Internal Technology Tools
- On-Site Technology Tools
- The Impact and Expectations on Marketing/Media Relations
- The Role of Web Sites
- Reaching the Next Generation - Pod Casts, YouTube, MySpace, Facebook, Bloggers

**Investment:** The investment required to host an IFEA Success Series Seminar may vary depending on number of speakers requested, topics, seminar length and other variables. Starting prices are typically \$5000 per presentation day / \$2500 for a half-day, plus all related travel expenses, venue and AV equipment, and other seminar support such as attendee handouts, coffee breaks, meal functions, etc. IFEA fees cover speaker preparation, travel days, and presentation.

**FOR MORE INFORMATION ON BOOKING YOUR IFEA TRAINING SUCCESS SERIES SEMINAR DATE CALL:**

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