



International Festivals & Events Association

2008 IFEA Webinar Schedule

January 31st, 2008 – 11:00 a.m. MST

"Strategic Planning For Your Event"

Ira Rosen, IFEA Regional Director/President, Entertainment on Location, Point Pleasant, NJ
(60 Minute Presentation)

February 21st, 2008 - 11:00 a.m. MST

"Measuring Sponsor ROI"

Bruce Erley, President & CEO, Creative Strategies Group, Broomfield, CO
(60 Minute Presentation)

March 20th, 2008 – 11:00 a.m. MST

"The Holy Grail: Calculating Realistic Audience Counts"

Vern Biaett, Jr., CFEE, Faculty Associate, Arizona State University, Tempe, AZ
(60 Minute Presentation)

April 17th, 2008 - 11:00 a.m. MST

"Stakeholder Risks & Rewards"

Julia Rutherford Silvers, CSEP, author of Risk Management for Meetings and Events (Butterworth-Heinemann, 2008) and Professional Event Coordination (Wiley, 2004), Las Vegas, NV
(90 Minute Presentation – Eligible for Current Industry Issues & Trends CFEE Elective Credit)

May 15th, 2008 – 11:00 a.m. MST

Topic: **Web/Email Marketing** (Exact Title TBD)

Neville Bhada, Director of Communications and Public Relations for Southeast Tourism Society, Atlanta, GA
(60 Minute Presentation)

June 19th, 2008 – 11:00 a.m. MST

"It's Not Easy Bein' Green"

Tia Christiansen, TIA Event Services/Event Manager, Sausalito Art Festival, Sausalito, CA
(60 Minute Presentation)

July 17th, 2008 – 11:00 a.m. MST

"Economic Impact and Public Perception Studies"

Mike Berry, CFEE, President & CEO, Kentucky Derby Festival, Louisville, KY
(60-90 Minute Presentation – Eligible for Economic Impact CFEE Elective Credit)

August 21st, 2008 – 11:00 a.m. MST

Topic: **Human Resources** (Exact Title TBD)

Ted Baroody, Director of Development, Norfolk Festevents, Ltd., Norfolk, VA
(60-90 Minute Presentation – Eligible for Leadership/Management Skills CFEE Elective Credit)