



ORGANIZATIONAL SUSTAINABILITY – HOW TO KEEP YOUR EVENT POINTED TOWARDS THE FUTURE

Ira Rosen, CFEE, Ass't Professor/Program Director, Temple University School of Sport Tourism and Hospitality Management. Philadelphia, PA

Cindy Lerick, CFEE, Owner, Cindy Lerick, LLC, St. Paul, MN

January 23, 2019

This is a one-day workshop that requires separate registration

This full day workshop will address the following three topics:

1. Keeping Your Event Fresh – Utilizing Creativity to Grow Your Event
2. Board/Staff Relationships – Understanding Roles and Responsibilities to Avoid Dysfunction
3. Enhancing the Customer Experience – How to Keep Your Customers Coming Back for More

This all day session will deal with three essential elements of driving your festival or event into the future. The first topic will provide you with a hands-on tool to evaluate current events and analyze the viability of proposed events. The second topic will take an in-depth look at the often complicated topic of establishing functional relationships with boards and staffs. The final topic will look at how to keep your customers happy and coming back for all of your events. Learning outcomes will include the following:

1. Participants will gain an understanding of the reasons why events fail and how to prevent that from happening.
2. Participants will learn practical strategies for growing their events and attracting new audiences.
3. Participants will learn how to apply creativity to the development of a future event plan.
4. Participants will gain an understanding of the most effective ways to manage board/staff relationships.
5. Participants will learn practical strategies for enhancing positive outcomes through the application of practical techniques to enhance customer service.

This presentation will not be lecture based but will engage the audience in vigorous discussions about their events, where their events are and where they want their events to be in the future. A number of hands-on exercises will be included in the workshop.

Cindy Lerick, CFEE is an independent consultant, providing services to a broad range of festivals and events around the world. Her most recent position was Executive Director of the Sausalito Art Festival in Sausalito, California; a position she accepted in 2017 to help the organization through an internal transition period. Prior to that move, she served as the Executive Director/President of the Saint Louis Art Fair from 2009 -2017. Before that she was the Executive Director of the Uptown Association and the Uptown Art Fair (1996-2007) She also co-produced the Main Street Fort Worth Arts Festival from 2002 – 2004.

Cindy is a ZAPP on-site consultant, the Int'l Festivals and Events Assn.'s CFEE program coordinator and past chair of IFEA. She has over 30 years experience in event management. Events she has produced include art fairs, educational seminars, corporate meetings, marathons, triathlons, and various running and biking events for both non-profit and for-profit companies. She received the NAIA inaugural MO Dana Distinguished Service Award in 2007 and received recognition in 2011 from Western States Arts Federation for her leadership, vision and commitment to the design of the ZAPApplication system

Ira Rosen, CFEE is an Assistant Professor with Temple University's School of Sport, Tourism and Hospitality Management. He teaches several event management courses and is the Program Director for the school's award-winning Event Leadership Executive Certificate Program. Additionally, for almost thirty years, he has owned and operated Entertainment on Location, Inc., a full-service event consulting company based in New Jersey. EOL has done extensive production and consulting work for major events and clients throughout the world.

Prior to opening EOL, Ira worked for almost 8 years with Radio City Music Hall Productions. His production background includes multi-million dollar parades, major corporate events around the world and meeting management projects for many different organizations.

He has spoken and lead training programs throughout the world, and has written extensively on topics ranging from risk management to sponsorship to the financial and operational management of events. He has been a featured speaker at conventions and conferences and is one of the instructors for the CFEE program. In 2005, he was inducted into the IFEA Hall of Fame, becoming one of only 60 people to hold this honor.

Separate Registration Required

\$195 CalFest members • \$225 non-CalFest members • \$75 Student • Lunch included

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Questions? Call 530-583-5605 or email info@calfest.org