

## **IFEA CELEBRATES ONLINE SUCCESSES WITH EDGEWORKS**

Some festivals and events are international in their scope, many may be more locally targeted, and now it is easier for everyone to remain “globally united”, thanks to the efforts of Edgeworks Group, LLC (“Edgeworks”).

The International Festivals & Events Association (IFEA) recently selected Edgeworks Group, LLC to provide website management and online marketing to meet the unique requirements of IFEA members and the organization’s many global affiliates. The IFEA provided some distinctive goals and objectives to which Edgeworks responded with innovative solutions. “Edgeworks is particularly well suited with the experience and exclusive product offerings, including QuickEdge, to meet the IFEA’s challenges in a cost effective manner while exceeding expectations”, says Edgeworks’ founder and principal, Bruce Lupin.

Since the IFEA chose Edgeworks for integrated website marketing and development, accessibility has been improved and the number of new members coming through the internet has increased by utilizing the enhanced visibility provided by Edgeworks’ QuickEdge product. Perhaps IFEA World’s President & CEO, Steven Wood Schmader, CFEE, sums it up best: “The IFEA depends heavily on our ready visibility and access to the professionals who make up, cover and support our industry around the world. “Our partnership with Edgeworks Group has taken us to whole new levels of outreach and the value of that partnership continues to grow every day. “Edgeworks Group helps bring those we care about most to our doorstep and insures that door is always open.”

This past September, Edgeworks provided detailed and useful information to attendees at the IFEA’s 54<sup>th</sup> Annual Convention & Expo in Indianapolis, IN, with their seminar entitled “Leveraging the Internet to Market Your Event: An Event-Centric Focus on Search Engines.” Edgeworks remains committed to IFEA members and their ongoing growth and success by offering specially tailored webinars and discounted Edgeworks service bundles. Mr. Lupin adds, “Providing flexible, scalable and customizable solutions which maximize IFEA organization member’s festival and event budgets and requirements, is a great example of what Edgeworks does best.”

### **About the International Festivals & Events Association (IFEA)**

Founded in 1956 as the Festival Manager's Association, the International Festivals & Events Association (IFEA) today is *The Premiere Association Supporting and Enabling Festival & Event Professionals Worldwide*. In partnership with global affiliates under the umbrellas of IFEA Africa, IFEA Asia, IFEA Australia, IFEA Europe, IFEA Latin America, IFEA Middle East, and IFEA North America the organization's common vision is for *"A Globally United Industry that Touches Lives in a Positive Way through Celebration."* The IFEA is a 501(c)6 not-for-profit organization that is overseen by an independent, international Board of Directors. The IFEA is headquartered in Boise, Idaho, in the northwestern United States, and in 2010 the organization will celebrate their 55<sup>th</sup> anniversary.

More information about the International Festivals & Events Association may be obtained by visiting IFEA’s website at [www.ifea.com](http://www.ifea.com), and/or contacting Beth Petersen, Director of Member Services, via e-mail at [beth@ifea.com](mailto:beth@ifea.com), or via phone at (208) 433-0950 x 816.



## About Edgeworks Group, LLC

Edgeworks Group, LLC was formed in 2003 by Bruce Lupin, an innovator in integrating online marketing and website development, designed to drive more business through their client's websites. In addition to offering online marketing and custom websites, Edgeworks recently announced their ground-breaking "*QuickEdge*" product as an entry-level online marketing solution to meet the needs for local and regionally-focused businesses. Edgeworks' Bruce Lupin brings more than 20 years of experience, including interactive television networks, developing online information services and ecommerce for business and consumers through relationships with many of the pioneers of online services such as Prodigy and CompuServe, and Bruce created the first online industry association and conference with a membership of 300 pioneer companies including American Online, Microsoft, Netscape, Google, and many others.

More information about Edgeworks Group, LLC, QuickEdge, and other services may be obtained by visiting Edgeworks' website at [www.edgeworksgroup.com](http://www.edgeworksgroup.com), or contacting Bruce Lupin, via e-mail at [bruce@edgeworksgroup.com](mailto:bruce@edgeworksgroup.com), or via phone at (866) 888-7313 x703.

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