

**Marketing Budget:** Small Community marketing budget (\$19,999 and under)

**Submission Category:** Online Media

**Organization:** City of Great Bend CVB

**Who worked on this Project (internal/external):** both

**Integrated Components or Type:** Website & Social Media Posts

**Project Description:** With COVID we had to think of a unique way to do our Wings & Wetlands Festival while keeping other safe, our Online Birding Festival was a HUGE HIT! March 24-26, 2021 the team came together online to promote Cheyenne Bottoms & Quivira National Refuge & Explore birds, wetlands, and conservation messages through presentations by renowned experts, interactive socials, and on-demand web resources.

**Summary:** When COVID hit the Wings & Wetlands Committee waiting and watched as birding is the perfect social distancing hobby, however gathering people safely was not in the cards and The Committee did the BiAnnual Festival virtually with Amazing results: wingsandwetlands.com engaged 265 birders of all levels all over the United States!

**Web Link:** Website: <https://www.wingsandwetlands.com/>

General Promo:

<https://www.facebook.com/wingsandwetlandsfest/photos/a.201844246511707/4299025200126904/>

Featured speaker Promo:

<https://www.facebook.com/wingsandwetlandsfest/photos/a.201844246511707/4298978126798278/>

Video: <https://www.facebook.com/wingsandwetlandsfest/videos/907128943436819>

**Additional:** N/A

**Comments:** This was a great partnership with The Great Bend CVB, The Kansas Wetlands Education Center, The Nature Conservancy, Kansas Wildlife & Parks - Cheyenne Bottoms and with the help of Freestyle Marketing a one person marketing helper, the team pulled together not only a great advertising package but a wonderful website to host a virtual festival that took payments and had behind the scenes videos and options... To see the behind the scenes click on 2021 Conference and use WingsWetlands21 as the password, We would LOVE LOVE LOVE to hear your feedback! Thank you so much for looking at our marketing for this successful event! We look forward to hybrid adventures in 2023!