

# Industry Insights – Episode 4



Welcome! *FEP Presents: Industry Insights* is a recurring podcast that dives into specific areas of event and festival production.

Hosted by Mike Hanley, founder of [festivalandeventproduction.com](http://festivalandeventproduction.com) and a 20 year veteran of the industry, each episode will feature a recap of current events as well as interviews and discussions with other industry professionals.

The podcast is a source of event industry updates, branching out and understanding different departments and roles within the industry, and highlighting various ways we can take our industry skills and help others by volunteering in our communities and beyond.

Have any questions or suggestions for future podcast episodes? Reach us at [podcast@festivalandeventproduction.com](mailto:podcast@festivalandeventproduction.com).

**Listen**

here: <https://anchor.fm/industryinsights>

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***Episode 4: Patriotic Productions with John Liipfert and Jennifer Larus***

Featured Guest: John Liipfert and Jennifer Larus, Co-Founder and Executive Director of Front Runner Productions



**FRONTRUNNER  
PRODUCTIONS, INC**

Find Jen and John at <https://frontrunnerproductions.com>



John and Jen at one of their political events, the California Democratic Party Convention

## Episode Notes and Summary:

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John and Jen's First Event Together

In episode four of Industry Insights, we give updates on various financial aid options, the Super Bowl halftime show and how they made the most of the pandemic restrictions, and additional certification courses you can take, including becoming a Certified Meeting Professional or a Certified

## Special Events Professional.

Next, we welcome the dynamic duo of John Liipfert and Jennifer Larus to our podcast, who have been producing events and festivals for almost two decades, with a focus on high-profile political events.



The Field of Flags at the 2021 Biden Inauguration at Sunrise

Together, they have helped oversee both Obama Presidential Inaugurations, prior Election Night Parties, various political rallies, and annual political conventions. They also produce music festivals including [All Things Go Fall Classic](#), based in Washington, DC. Earlier this year, they were tasked with helping produce the most recent Inauguration, where they were part of the team managing the Field of Flags installation on the National Mall.



A 2020 Biden Rally, with Social Distancing Pods

We cover how they were able to adjust their business and their events once the pandemic hit, how they made their 2020 political events & rallies COVID-Safe, and go into detail on what it was like working the Inauguration with the extra security measures, cold weather, and reuniting with their longtime friends and colleagues. We also hear about what they're up to now and what they are looking forward to later in 2021.



Mike at We Are Blood during his donation

Finally, we end this episode with our highlighted non-profit: We Are Blood. Started in 1951, WAB is the provider and protector of the Central Texas Blood supply. They serve over

40 hospitals and medical facilities in a 10 county area. While giving blood is always something needed in virtually every community, the need is heightened by COVID, especially for COVID-19 Plasma (for those who have had COVID). But Whole Blood (normal blood donation), Platelet, and Double Red Cell donations are needed just as urgently – and I can attest that the staff at We Are Blood are courteous, professional, and efficient! Plus, free cookies afterward is always a nice bonus.

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### **Other Photos For This Episode:**



John walks the Field of Flags one last time



John Giving Direction to President Obama and His Staff



The C3 and Front Runner Productions Teams at the 2021

# Inauguration



Obama's Election Night Event in 2008





The 2013 and 2021 Inaugurations



The Field of Flags Crew Watching the Inauguration Live from their iPad

# FIGHT THE POWER

**BERNIE SANDERS** + **PUBLIC ENEMY** RADIO

MARCH 1, 2020 ★ LOS ANGELES CONVENTION CENTER

Paid for by Bernie 2020

PHOTO: ARUN SHAUGHARY



KII ARENS

One of the Final Rallies Before Pandemic Measures Took Hold



All Things Go Music Festival – Washington DC



GLACIER Summit in Alaska

### Other Links Mentioned in the Podcast:

1. <https://www.frontrunnerproductions.com/>
2. <https://www.billboard.com/articles/business/9516909/the-weeknd-xo-records-billboard-cover-story-interview-2021>
3. <https://www.musicbusinessworldwide.com/ticketmaster-launches-global-ticketmaster-livestream-service/>
4. <https://www.billboard.com/articles/business/9516909/the-weeknd-xo-records-billboard-cover-story-interview-2021>
5. <https://musiccovidrelief.com/>
6. <https://www.eventscouncil.org/CMP/Future-CMPs>
7. <https://www.ileahub.com/CSEP>
8. <https://www.redcross.org/give-blood.html>
9. <https://americasblood.org/for-donors/find-a-blood-center>
10. Timelapse of the Field of Flags Build: <https://fb.watch/3Ag0PsIhcI/>
11. [Superbowl Halftime Show CAD and information](#)

12. [Heated Vest](#)
13. [Hand Warmers](#)
14. [Clubhouse](#)

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Previous Episodes: [Episode 3](#) – [Episode 2](#) – [Episode 1](#)