

Oregon Festivals & Events Association Virtual Conference March 5-6, 2021

Friday, March 5

12:30 - 1:05pm

Conference Kick-off: Hope Still Reigns • Jeff Curtis, *Portland Rose Festival*

An overview of types of business strategies mixed with the right mindset that can lead Oregon's event industry out of the Pandemic era.

Sponsored by TCB Event Pros NW

1:10 - 1:40pm

Breakout Sessions

How To Effectively Sell Sponsorships During A Pandemic • Teresa Stas, *Green Cactus*

In this session, sponsorship expert Teresa Stas will provide insights and tips and tricks on how to sell sponsorships for virtual and hybrid events.

Insurance Update • Nancy Rohde, *J.D. Fulwiler and Co.*

Get the latest news from an expert.

1:45 - 2:15pm

Breakout Sessions

10 BIG Things for Volunteer Program Success • Jill Ingalls, *OFEA*

Recruiting volunteers has always been a challenge - but with current restrictions and so many unknowns...the strategy is even more critical for your success. We'll go over 10 things you'll need to start planning for now for your return post COVID.

Virtual Events Starter Guide • Ashley Christie, *360 Events NW*

It's been a steep learning curve but we've quickly figured out what makes a successful and ... less successful virtual event. Ashley will summarize her downloadable guide full of tips, tricks, and best practices to apply to your next virtual and hybrid live events.

2:15 - 2:30pm

Stretch Break • *Sponsored by Better Portable Toilets*

2:15 - 4:00pm

Tide Pool Lounge Open

Drop in for an informal chat room to catch up with old friends and make some new ones.

2:30 - 3:00pm

Breakout Sessions

Ways with No Means • Scott Ingalls, *360 Events NW*

It's been a tough year - Are your resources tapped out? Scott will give you some WAYS to get things done with limited financial resources.

Live Event Success Stories • Patrick Wood, *The Source Management Group*

Pat will share how he's working with his clients and local health officials to produce successful live events during the pandemic. He'll also an overview of the 2020 Crook County Fair and 2020 Wyoming State Fair.

3:00 - 3:30pm

Roundtables

Festivals, Fairs, Events
Suppliers
Entertainers and Performers
Organizations and Non-profits

3:30 - 4:00pm

Roundtables

Topics - TBA

4:00 - 5:00pm

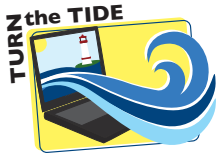
Trade Show

5:00 - 6:00pm

Happy Hour • *Sponsored by Honey Bucket & Western Fireworks Display*



THE conference for Festivals & Events
www.oregonfestivals.org



Oregon Festivals & Events Association Virtual Conference March 5-6, 2021

Saturday, March 6

9:30 - 10:00am **Annual Meeting**

10:00 - 11:00am **Showcases** • *Sponsored by Flip Flop Sounds*

11:00am - Noon **Trade Show**

Noon - 12:30pm **Lunch Break**

Noon - 2:00pm **Tide Pool Lounge Open**

12:30 - 1:00pm Breakout Sessions
Case Study: Motor-Vu Drive-In Reboot •
Kris Latimer, *B&GC of the Greater Santiam* & Rebecca Grizzle, *Lebanon Chamber of Commerce*
Kris and Grizzle will discuss their success with organizing a drive-in summer movie series during COVID.

Maximizing Your Merchandise • Stephen King, *Des Moines Arts Fest*
Join Stephen to explore strategies that lead to a successful merchandise program? He'll share victories, defeats, and ideas to strengthen your bottom line and spark your imagination.

1:05 - 1:35pm Breakout Sessions
Digital Marketing Pre-Launch Checklist • *Microtarget Marketing*
Learn what essential digital assets you need to assure your success!

Keeping Your Event Safe • Chass Jones, *Homeland Security*
This session will explore ways to help you identify vulnerabilities, gain a better understanding of threats common to crowded places, and give you considerations for both physical and procedural security enhancements to reduce risk and maximize response efficiency.

1:40 - 2:10pm Breakout Sessions
Ticketing and COVID • Ryan Kintz, *Afton Ticketing*
Ryan will lead a group discussion on the affect of the pandemic on ticketing practices.

COVID Marketing Strategies • Kat Paye, *International Cherry Festival*
Marketing tips during COVID

2:15 - 3:00pm **Ovation! Awards** • *Sponsored by Afton Ticketing*

3:00 - 4:00pm **Coffee & Conversation**
Let's wrap-up the conference with one last get together.

*All times are PST
Schedule subject to change*



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