

Conference Kick-Off

Step Up, Stay Motivated, Keep Positive

Bryan Barnett

Friday • 1:30pm

There is light in even the darkest of times. Join artist, creator, entrepreneur, and spoken word poet BRY444N for a one-of-a-kind presentation on finding and keeping your motivation, positivity, and creativity in less than sunny circumstances. All you have to do is the next right thing.

Sponsored by Afton Tickets

From the Suppliers Viewpoint Panel

Adams Rib, Celtic Protection Services, Funtastic, Honey Bucket

Thursday • 2:45 - 4:00pm

Join Funtastic, Adams Rib, Celtic Protection Services, and Honey Bucket to learn about some of the challenges facing suppliers including staff shortages. Plus hear some survival stories.

Ticketing Strategies for a New Era

Ryan Kintz, Afton Tickets

Thursday • 2:45-4:00pm

Ryan will highlight the best strategies used by our largest clients when it comes to driving more ticket sales, marketing strategies, attendee loyalty, onsite operations, ticket branding, attendee communication, increasing average cart value, managing sponsors/comps, retaining sponsors, & more!

Event Marketing: The Ticket Sales Method

Daniel Oliver, Microtarget Marketing

Friday • 9:15 - 10:30am

Microtarget Marketing is proud to present its first eBook: THE TICKET SALES METHOD. It covers several crucial elements of successful event marketing. Email info@microtarget.marketing for a free copy of the eBook's pre-release draft.

Declining Volunteerism: What Can Be Done?

Peggy Curtis, Oregon Jamboree

Friday • 9:15 - 10:30am

Nationally, the spirit of volunteerism is declining and the result is felt in all of our communities. Events need volunteers, so we find ourselves at a crossroads with a problem that is only going to loom larger in the future. Peggy will be discussing ways to build value so that volunteers not only line up to help, but are the first to sign up next year.

Understanding Entertainment Trends and Impacts

Pat Wood, The Source Management Group

Friday • 10:45am - Noon

Join Pat for a discussion about trends and their impact on events and crowd behaviors. We'll discuss trends such as: advances in technology, greater demand for experiences over stuff, destination events as a viable option, the challenge of event discovery, demands for more diversity of experience, more desire for exclusive or "VIP" experiences, and consumer demand for personalization and have higher expectations.

Designing Effective Attendee Surveys

Jeff Dense, Eastern Oregon University

Friday • 10:45am - Noon

There is much useful information to be gleaned from attendee surveys of community festivals and events. However, initial administration of these surveys often encounter a series of methodological and other issues which may preclude their effectiveness, including instrument design, ambiguous questions, and administration problems.

After a brief overview of primary impediments to effective attendee surveys, session participants will engage in an interactive exercise which will result in development of a survey instrument that can be employed in a wide variety of settings. Session Attendees will learn the primary problems confronting effective attendee surveys of community festivals and events, and garner skills to self-develop a survey for future use.

What Homeland Security STILL Wants You to Know

Chass Jones, Homeland Security

Friday • 10:45am - Noon

Public gatherings and crowded places are increasingly vulnerable to terrorist attacks and other extremist actors because of their relative accessibility and large number of potential targets. Organizations of all types of sizes, including businesses, critical infrastructure owners and operators, schools, and houses of worship face a variety of security risks.

To help organizations mitigate potential risks in today's dynamic and rapidly evolving threat environment, CISA provides a compendium of resources for securing public gatherings. These resources cover the numerous threat vectors in CISA's portfolio, including unauthorized access to facilities, cybersecurity, election security, active shooters, bombings, and small unmanned aircraft systems (sUAS). This briefing will help connect you to CISA resources and event planning/security safety considerations for securing public gatherings.



Session Descriptions



Ambassador Programs Integration

Cindy Kirby & Andrea Weimer, Lebanon Strawberry Festival

Friday • 2:05 - 3:20pm

An ambassador program can be a valuable addition to any event. Learn how to optimize your ambassador program to cultivate relationships in the community, optimize your referral program, and streamline your promotions. An ambassador program provides you with the opportunity to cultivate leaders and build a strong foundation of leadership for the younger generations in the community. Learn the basics of having an ambassador program, what to expect from the program and how to best involve your ambassadors in the community.

Restoring Consumer Confidence

Geoff Hinds, Deschutes County Fair & Expo

Friday • 2:05 - 3:20pm

Geoff Hinds discusses consumer confidence in events during and post-pandemic. He includes strategies for events that went forward last year and what we can learn from them.

5 Ways to Bring Video to Life

Matt Hand, Hand in Hand Productions

Friday • 2:05 - 3:20pm

In this talk, Matt Hand brings his over 30 years of experience with video and event production to highlight five ways you can use video for promotion and better events.

Lesson's Learned Through Lane County's Emergency Response

Rachel Bivens, Lane County Events Center

Friday • 3:30 - 4:45pm

You write the emergency plan, revise the plan, put the plan in place but you never really expect an emergency to happen. We are all used to the unexpected and unplanned occurring during our events because that is the nature of our business. But unexpected isn't the same as an emergency and it is difficult to know how you will actually respond when something happens.

In 2021 the Lane County Fair experienced it, the emergency call that threw us into action. Join this session to hear about what went well and what left room for improvement as we discuss the lessons learned from our response to the emergency that arose at our 2021 Fair.

The Art of Branding and Communications

Arthur Meeker, Xtreme Grafix

Friday • 3:30 - 4:45pm

Still making paper signs for your event? Tired of no one reading your signage? How can you make them READ THE SIGN? Learn all about expert use of graphics, design, placement and how it can impact sales, attendance and the attitude of your attendees.

5 Common Event Fails that Lead to Unhappy Sponsors!

Teresa Stas, Green Cactus Sponsorship

Friday • 3:30 - 4:45pm

Are you wondering why you can't get your sponsors to easily renew each year or struggle to get an increase in sponsorship spending? Teresa Stas, Author, and Director of sponsorship agency Green Cactus, will break down the three most common mistakes made by events that hinder their sponsorship renewals and growth.

Legal Goosfraba: Or, How to Stop Worrying and Enjoy Your Event

Judge Joseph Allison, Lincoln County Circuit Courts

Saturday • 9:10 - 10:10am

Former Assistant Attorney Joseph Allison returns to answer questions you may have about legal realities surrounding your event. Rather than legal advice, expect practical answers to questions based on Mr. Allison's experience in the legal system.

Alternatively, should no questions be forthcoming, expect a dull and unamusing multimedia presentation discussing running your event in the currently emotionally high-charged COVID atmosphere, providing you a much needed opportunity for rest.

Coming Back from COVID

(Sponsored by All Star Tents and Party Rental)

Scott Ingalls, 360 Events NW

Saturday • 10:40 - 11:55am

Did your event(s) take a year, or more likely two, years off due to Covid? Well, things may have changed a bit in our industry. This session is about those changes and how to respond or plan differently. From vendor availability, mounting production costs, and losing touch with your key volunteers and sponsors. It's time to rebuild, so let's get to it!

Increased Creativity in Challenging Times

Kathy Crosby, Phoenix and

Rachel Varayne Christofferson, Fat Bottom Girls

Saturday • 10:40 - 11:55am

The terms "hive mind" and "big brain" exist because one person can't think of everything. Join popular NW entertainer Rachel Christofferson and Grammy U Mentor (and OFEA Vice President) Kathy Crosby as they take a fun look back at some creative event ideas from "The Quarantine Years" and help brainstorm ideas for upcoming events and activities. Bring your questions and ideas and come prepared to participate!



Joseph Allison

Lincoln County Circuit Court

Joseph Allison was recently named Judge Pro Temp for the Lincoln County Circuit Court. Prior to that he was the Deputy City Attorney and Municipal Prosecutor for the City of Albany, during which time he prosecuted major assaults, DUI homicides, narcotics traffickers, weapons charges, and elder abuse.



He began his career with a civil litigation firm which specialized in both defending personal injury cases through insurance companies, and suing municipalities and large corporations for discrimination and employment violations. His career experiences allow him to look at issues that arise in a municipal setting from multiple "legal" points of view and to better understand how cities can frustratingly receive different and even conflicting advice from lawyers presented with the same issues who only look at issues that arise through the lens of one particular legal expertise.

Rachel Bivens

Lane County Events Center

Rachel Bivens is the Marketing Manager & Assistant Fair Manager at Lane County Fair. After graduating from the University of Puget Sound she returned home to Oregon. Rachel has a true passion for events. She works with clients to help them create their vision while also working on our own events. Rachel started her events career with a Builders expo putting on tradeshow around the country for contractors. After meeting her husband, Rachel moved to Eugene and started her career with the Lane Events Center and Lane County Fair.



She began as an Events Coordinator and moved into the marketing role after about four years. She added Assistant Fair Manager to her duties in 2013. Rachel has been with the Fair for 18 years and loves the fact that events are ever evolving and changing. Keeping things current and interesting is a challenge that she enjoys in everything she works on.

Rachel Christofferson

Fat Bottomed Girls

Rachel Varayne Christofferson has been singing since she was eight years old. From her third grade talent show with every choir through college. She's been doing a circuit of retirement homes from Eugene to Portland for 15 years now. 40-50 gigs a month. She also has been a band leader and lead singer of her own 80's arena rock band that has played on fair and festival stages and opened for National acts. Her band was on rotation as a popular act for Spirit Mountain Casino for several years as TLS Journey and FBG Queen.



She gives her heart and soul to every audience whether it's 10 people or 1000's, knowing that it's not about her but connecting with each and every person she has the privilege to sing for. She loves telling stories and doesn't mind being self deprecating if she can get a chuckle. Her background was musical theatre and dance which she incorporates into every set.



Conference Kick-off Presenter

Bryan Barnett



My name is Bryan - my artist name is (B R Y 4 4 4 N), and I'm an independent artist, conscious content creator, entrepreneur, spoken word poet, mental health advocate, and CEO and founder of Emotion Entertainment.

Through the use of incredibly vulnerable yet also very esoteric inspired lyricism; mixed with a plethora of R&B/ Soulful vocal influences, you get an honest story. The main purpose of my sound is to resonate with those who need to shine their light, as it'll illuminate the path for the next being.

In 2020, I independently released My debut album "Welcome to the SlumFlower Series," which was the first installment in a universe created sonically with the intentions of starting conversations surrounding mental health, generational trauma, emotional intelligence, etc. I use my art as a tool to express my spirit in ways the physical form never could.

Kathy Crosby

Phoenix

Kathy Crosby is a long-time professional entertainer who has led successful bluegrass and folk pop groups, served on various music and entertainment related boards, and is proud of her educational and advocacy work for all in the music industry. A full-time creative, Rev. Crosby not only writes music, but is also an author and vlogger. She works in partnership with her spouse, band mate and best friend - Tim Crosby. Currently, Kathy serves as Vice President of the Oregon Festival and Events Association and is a mentor for the Grammy U program offered through The Recording Academy.



Speakers



Peggy Curtis

Oregon Jamboree

Peggy Curtis has been with the Oregon Jamboree as the Volunteer Coordinator since 2017, and became the Office Manager in March 2020. Peggy works closely with management and staff to ensure over 1000 volunteers are placed and managed so that the Jamboree is a huge success. Her office experience came from years of contract work with Title Companies and a financial firm. Her ability to quickly adapt to difficult situations was honed by years of working as a substitute teacher. Her passion has always been to work with people in community groups to bring value to those around her.



Scott Ingalls

360 Events NW

For the last 28 years, Scott has owned a promotions firm that provides marketing, media management, event consulting, production and sponsor acquisition to a variety of events and fairs. He has owned or managed over 150 events, festivals and expositions. Scott has also spoken on these topics to organizations throughout the Western United States and Canada.



His company produces several events each year including the largest Agriculture Expo in the Pacific Northwest and First Taste Oregon. His passion for the industry shines through in his ongoing commitment to give back to the Oregon Festivals & Events Association, chairing several committees and working as this conference's emcee.

Jeff Dense

Eastern Oregon University

Jeff Dense is Professor of Political Science and Craft Beer Studies at Eastern Oregon University. His research focuses on the tourism economics of festivals and events. Dr. Dense has conducted economic impact studies of the Great American Beer Festival, World Beer Cup, Oregon Brewers Festival, Waterfront Blues Festival, and the LPGA Cambia Classic. His latest publication, "Economics of Craft Beer Festivals," appears in *The Geography of Beer*, Springer (2020).



Chass Jones

Homeland Security

Chass Jones is a Department of Homeland Security Protective Security Advisor assigned to Oregon. He is responsible for the identification of critical infrastructure, analysis of interdependencies, and mitigation of consequences from potential all-hazards or man-made threats. He also performs vulnerability and security assessments on a variety of critical infrastructure to identify security gaps and vulnerabilities while coordinating training and mitigation techniques in support of special events and during incidents.



Chass served for over 4 years as a Department of Defense technical expert and served 22 years in the United States Army and the National Guard and is the recipient of the Bronze Star and US Army Combat Infantry Badge for his combat experience and was awarded the Meritorious Service Medal for his distinguished career upon his retirement in 2009. Chass earned a Master's Degree in Strategic Planning for Critical Infrastructures from the University of Washington and Bachelor's Degree in Management Information Systems from Eastern Washington University.

Matt Hand

Hand in Hand Productions

Bend local Matt Hand, founded Hand in Hand Productions in 2004. They specialize in working with their clients on events and media production projects. They pride themselves on saying yes. Their client list has included everyone from Nike to Facebook. They are known for a variety of services, including event consultation event AV support and media duplication, but they're perhaps best known for their live event web streaming.



They've allowed thousands and thousands of online participants feel like they were in the room for a wide array of significant events, such as Ted X Bend, EDCO, BendFilm, local awards shows and even remembrance services for prominent individuals. More than just streaming and events, Hand in Hand can also help you with professional, impactful media production from scripting to completion. Their media production is always focused on "building your brand through telling your story."

Ryan Kintz

Afton Tickets

Ryan Kintz is the founder of Afton Tickets and Afton LLC. Ryan has been in the live event industry for 15 years. With experience in producing concerts, booking artists, working with numerous venue owners, event organizers, and festivals - he is a leading expert in everything related to ticketing and optimizing an event's success.



Afton has worked with over 500 venues, produced over 12,000 events in 60 cities, booked over 200,000 artists, and with Afton Tickets has helped fairs, festivals, concerts, and event organizers gain more control over their admissions, enhance customer experience, and capture more revenues.

Geoff Hinds

Deschutes County Fair & Expo Center

Geoff Hinds has over 15 years experience in event and venue management, and currently serves as the Director of the Deschutes County Fair & Expo Center in Redmond Oregon. Prior to joining the Deschutes Expo team in 2019, Geoff was CEO of the San Bernadino County Fair in California, which has overseen operations of both the San Bernardino County Fairgrounds as well as Adelanto Stadium.



Cindy Kirby

Lebanon Strawberry Festival

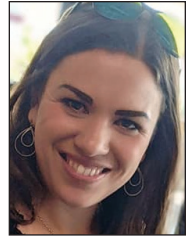
Cindy is a small business owner and designer from Lebanon Oregon who has a passion for community and events. She is the current board chairperson for the Lebanon Strawberry Festival and has over 25 years experience in management and leadership. She is actively involved in the community serving on several non-profit boards over the past 20 years, and uses her leadership skills to help grow and develop events. She is the co-chair of Holidays in the Park and serves as a volunteer for the Chamber of Commerce.



Andrea Weimer

Lebanon Strawberry Festival

Andrea Weimer was a Lebanon Strawberry Festival princess and has been the Strawberry Festival court chaperone since 2005. She has extensive knowledge of court selection and execution of a successful ambassador program. Andrea is a strong business development specialist who graduated of Oregon State University with a Bachelor's degree focused on Agricultural Business and Management.



Arthur Meeker

Xtreme Grafx

Arthur Meeker of Xtreme Grafx has years of combined experience in marketing and graphic design at your disposal. We strive to bring the newest and most innovative marketing and advertising ideas to our future and existing client base, offering a wide range of marketing and advertising services that can suit any company. Arthur and his wife Crystal are extremely active in the Albany community, serve on many boards and contribute their services and support to many local agencies and nonprofits. Arthur serves on the OFEA Board of Directors and is a past Ovation! Award winner.



Patrick Wood

The Source Management Group

Patrick brings decades of experience to the table. A little bit of everything, from touring to music to fair management. Spending 15 years as a fair manager gave him the insight needed to see both sides of the fair industry. Large or small, every event benefits from the perspective Pat brings to the table.



Daniel Oliver

Microtarget Marketing

Microtarget Marketing is a cutting-edge digital advertising company founded in 2017 by three nerds in Portland with separate marketing backgrounds. We believe it is our job to bring you Return On Investment and events are our specialty.



Teresa Stas

Green Cactus Sponsorship

Teresa Stas is a national speaker, author, and CEO of Green Cactus Sponsorship Agency. She was named one of 2019's "20 on the Rise Event Professionals" by Honeybook and RisingTideSociety.com. Teresa has brokered millions of dollars in sponsorships with national brands such as Toyota, Crown Royal, Geico, and T-Mobile. Her agency currently handles partnerships for over 20 events along the west coast including the national relay Hood to Coast, the Oregon State Fair, and music festivals Country Fan Fest and Das Energi.



Teresa is an Oregon State University graduate, holds a Sports Marketing Certification from Columbia University and is completing her masters in Mega Event Management from Florida International University. She is the author of the book "Sell Your Event! The Easy to Follow Practical Guide to Getting Sponsors" and writes the column "Small Event, Big Sponsors" for IFEA's "ie" magazine, and her online course SellSponsorships.com has been used in the coursework for major universities. Teresa currently lives in central California with her husband and stepson.



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