

**THE Conference for Festivals & Events**  
February 29 – March 2, 2024 - Seaside Convention Center



**OREGON  
FESTIVALS  
& EVENTS**  
ASSOCIATION

## **Mardi Gras in Seaside**



### **Thursday, February 29**

- 9am – Noon    Pre-Conference Workshop
- 1:30pm        THE Conference Begins!
- 2pm            Opening Kick-off – Mardi Gras Mini Parade Floats *(Sponsored by Afton)*
- 3:10-4pm     Bird's Eye View: Top Strategies & Mistakes I've Seen with Ticketing  
*(Ryan Kintz, Afton Ticketing)*  
A Tale of Two Unfortunate Incidents  
*(Rachel Bivens, Iron Shield Protection Group)*
- 5pm            Dinner on the Town
- 7pm            And All That Jazz! Networking Hospitality Night *(Sponsored by Funtastic)*

### **Friday, March 1**

- 9:30-10:20am    No Stoopid Questions: An Open Forum  
*(Scott Ingalls, moderator)*  
Non-Confrontational Techniques and Verbal De-Escalation  
*(Tom Wilder, CISA)*
- 10:30am - 11:50pm    Managing Your Sponsorship Program Effectively with Free/Low Cost Tools  
*(Teresa Stas, Green Cactus)*  
Influence Unleashed; Mastering the Art of Event Amplification with Influencers  
*(Katie Schrock, Western Insights Media)*  
Score! The Sporting Events Panel *(Dan Floyd, moderator)*
- Noon - 1:00pm    Annual Meeting Luncheon and Showcases
- 1:00 – 2:00pm    Trade Show *(Sponsored by UbHillOne Concessions)*
- 2:10 - 3:00pm    Live Music Best Practices  
*(Jason Fellman, J-Fell Events)*  
Sponsorship Activations: Crafting Assets that Land Lucrative Deals  
*(Teresa Stas, Green Cactus)*

- 3:10 - 4:00pm Boost Your Event's Reach: Mastering Social Media, Web, & Brand Consistency  
*(Kristie Klavinger, K2 Creative)*  
Carnival of Contracts  
*(Michael Jonas, Rational Unicorn)*
- 4:10 - 5:00pm Finding the lemonade stand in the lemons: Where can we squeeze out just a bit more revenue?  
*(Peggy Curtis, Oregon Jamboree)*  
Best Practices for Managing and Building Relationships with Vendors  
*(Brandi Ebner, One Decision Management)*
- 5:30pm Festivalpalooza - Reception and Silent Auction
- 6:30pm Ovation! Awards Dinner *(Sponsored by Celtic Protection Services)*
- 8:30pm Masquerade Ball Hospitality Night *(Sponsored by Oregon Beverage Services)*

### **Saturday, March 2**

- 9:30 - 10:40am Ins & Outs of Digital Marketing - part 1  
*(Royle Johnson, Royle Media)*  
Operations Panel  
*(Haley Hamilton, moderator)*
- 11:00am – Noon Ins & Outs of Digital Marketing - part 2  
*(Royle Johnson, Royle Media)*  
Policies and Volunteer Programs that Work  
*(Jill Ingalls, 360 Events NW)*
- Noon - Out with a Bang! Closing Luncheon *(Sponsored by Western Display)*

*\*schedule subject to change*

### **Thank You Sponsors**



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