



Oregon Festivals & Events Association

CONFERENCE 2025

February 27 - March 1 - Seaside, Oregon

PRE-CONFERENCE

Thursday, February 27 - 8:30am-12:30pm

Red Cross Adult and Pediatric First Aid, CPR, and AED Training (additional cost)

Cody Nichols, Maltese Medical

Enhance your skills and confidence before the Oregon Events Association Conference by enrolling in our Red Cross Adult and Pediatric First Aid, CPR, and AED course, led by experienced emergency responders from Maltese Medical. This hands-on training is designed specifically for event professionals who want to be prepared for emergencies in any setting.

Thursday, February 27 - 9am-Noon

Beyond the Booth: Optimizing Vendor Operations at Your Event (additional cost)

Brandi Ebner, Deschutes Fair and Expo, & Haley Hamilton, Marion/Polk HBA

Dive into the essential strategies for managing commercial and food vendors effectively. Attendees will learn how to optimize vendor layouts, streamline logistics, and improve flow to create a seamless experience for both vendors and attendees. The session will also cover building strong vendor relationships to ensure mutual success. Whether you're coordinating booths or food trucks, this session offers practical solutions for enhancing vendor operations at your events.

FEATURED

Friday, February 28 - 10:30am

Inspect what you Expect, Who are YOU in the moment of truth?

Daren Libonati, Jampack

Join industry veteran Daren Libonati as he shares key insights from his experience with the 2017 Route 91 Harvest Music Festival in Las Vegas. This session will focus on preparing for the unexpected, assessing risk, and managing logistics for large-scale events. Libonati will offer practical strategies for event planning, as well as ways to adapt and respond in high-pressure situations to safeguard attendees and staff. This candid discussion will be invaluable for those looking to deepen their understanding of security, logistics, and leadership in the face of unforeseen challenges in the event industry.

Conference Breakout Sessions

Thursday, February 27

2:40 - 3:40pm

Digital Marketing Sucks!

Jake Zufelt, Weldwood Marketing

Digital marketing sucks. It's complicated. It's constantly changing. And it's entirely necessary. As a business owner, you have a billion things to worry about: finances, events/products, staffing, troubleshooting, etc. But marketing is that thing to make all the effort turn into MONEY! Get these things in place to make your website, social media accounts, Google services, and email marketing NOT suck!

Partnering with Food Vendors for Festival Success Panel

Brandi Ebner (moderator), Deschutes County Fair

Join a panel of seasoned food vendors as they share their perspectives on the festival experience. Gain insights into their biggest challenges, discover ways you, as a producer, can support their success, and hear their thoughts on the future of food vending.

3:50 - 4:50pm

Board Success Through Guidance and Onboarding

Tina Anderson, Polk County Fair

Strong, effective boards are the backbone of successful events, but keeping everyone on the same page can sometimes feel like herding cattle! This session will guide you through best practices for board management, including effective onboarding, clear communication, and setting shared goals. It's perfect for those looking to inspire engaged, collaborative board members who contribute positively to the organization's mission. From welcoming new board members to working through different perspectives, you'll gain strategies to help your board become a powerful asset for every event.

Navigating the Future of Ticketing: Enhancing Operations and Mitigating Chargebacks

Ryan Kintz, Afton Tickets

As ticketing technology evolves, so do the challenges and opportunities it presents. This session dives into the latest trends in ticketing, offering practical insights to streamline your operations and improve customer experiences. Learn how to implement tools and strategies that simplify ticket sales, prevent fraud, and enhance accessibility.

We'll also tackle the growing issue of chargebacks, exploring proactive measures to reduce disputes and protect your bottom line. Whether you're managing online ticketing platforms or on-site sales, this session will provide actionable takeaways to help you navigate the future of ticketing with confidence and success.

Friday, February 28

9:30 - 10:20am

Wrangling Wrongs: Conflict Resolution on the Event Frontier
Narwhal Nonprofit

In the high-stakes world of event planning, conflicts can spring up like a spooked bronco—whether it's a misunderstanding with vendors, internal team friction, or partnership misalignments. This session will delve into the unique challenges of handling conflicts in real time and within the framework of event management. Attendees will gain insights into recognizing the roots of organizational disputes, practicing effective communication strategies, and applying proven mediation tools. From navigating tense moments with team members to smoothing interactions with attendees, you'll learn to handle conflict with confidence, create a cooperative atmosphere, and keep your event moving forward. Don't miss this session to ride through common event conflicts with style, leaving you prepared to tackle any challenge the event trail brings!

Spreadsheets to the Rescue - Streamlined Event Management for Small Teams
Katie Schrock, Western Insights Media

Discover how to transform event management for small organizations with limited manpower using a customized spreadsheet. This session will introduce a streamlined, spreadsheet-based system that simplifies planning, clarifies responsibilities, and enhances accountability. Learn how to break down complex tasks, assign roles efficiently, and create a clear roadmap for successful event execution. Plus, uncover how this system doubles as a review tool to evaluate your event's performance, helping you identify areas for improvement and plan an even better event next year. Perfect for festival and event managers seeking practical tools to optimize resources, improve collaboration, and deliver exceptional experiences with small but mighty teams. Walk away with actionable insights and a template to implement immediately.

2:10 - 3:00pm

Emergency Essentials for Event Professionals: Hands-Only Adult CPR and AED Training
Cody Nichols, Maltese Medical

Attention Oregon Events Association Conference attendees! Enhance your emergency preparedness with our engaging Hands-Only Adult CPR and AED Training, offered by Maltese Medical. This concise, hands-on session is tailored for professionals like you who want to learn vital life-saving skills in an interactive environment. In this workshop, you'll master the essentials of hands-only CPR and the proper use of an Automated External Defibrillator (AED). Our expert instructors will guide you through practical techniques in a supportive atmosphere, ensuring you leave with the confidence to respond effectively to a cardiac arrest.

Private Security Requirements for Events and Festivals
Carissa White, DPSST

A compliance investigator from the Department of Public Safety Standards and Training, the agency that regulates private security in the state of Oregon, will go through what is needed for the private security at your event or festival to be in compliance with the Private Professional & Certification Program. The session will include the proper way to utilize crowd management or guest services staff and volunteers throughout your event.

3:10 - 4:00pm

Own Your Relationship and Engage your Traveler Per Cap (TPC) with Each Event Announcement and On-Sale
Sonny Smith, Jampack

In this session, learn the importance of data-driven event marketing and revenue strategy with a focus on T.P.C. (Travel Per Cap) metrics. Discover new methods to announce and launch on-sales, maximize audience capture, and connect with "super fans" in ways that drive attendance and enhance travel revenue. The Jampack team will also discuss how partnerships with City Visitor Bureaus (CVBs) can support your data strategy and strengthen event marketing. This session is essential for event professionals looking to understand the power of data and increase and capture the incremental revenue you're driving.

Building Big Success in Small Communities

Bart Platt, Jefferson County Fair

Learn how to create impactful events in small communities by fostering local engagement and collaborating with businesses and agencies in your area. This session will explore practical approaches to building relationships, mobilizing resources, and promoting your event to draw in attendees. Whether you're launching a new event or looking to grow an existing one, you'll gain actionable insights on enhancing community ties, expanding your reach, and setting the foundation for long-term success.

4:10 - 5:00pm

Maximizing Impact Through Street Teams and Merchandise

Cheryl Bland, Harefest/J-Fell Presents

In this insightful presentation, Cheryl Bland explores two vital aspects of the events industry: Street Teams and Merchandise. Attendees will gain an understanding of best practices, strategies, and tools for optimizing each area to enhance event success. Topics include: Navigating the physical sales environment, creating an effective merch pro-forma, design and fulfillment, exploring various merchandise types and assessing demand through performance metrics, and more. While the primary focus is on mastering each of these individual areas, Cheryl will also touch on the natural synergy between street team programs and merchandise efforts, offering practical insights into how these elements can complement each other to create a more impactful event experience.

Winning Strategies for Successful Sporting Events

Jason Unruh, Hoopla

Explore best practices for organizing and managing successful sporting events. From local competitions to large-scale tournaments, learn how to engage audiences, secure sponsorships, and handle logistics. This session will provide valuable insights on how to elevate your sporting event, attract participants, and create memorable experiences for everyone involved.

Saturday, March 1

9:30 - 10:30am

You Can't Park There! Navigating Event & Festival Parking Challenges

Jill Ingalls, 360 Events NW

Parking can make or break an attendee's experience at your event. This session will explore practical solutions to common space challenges, including options like Park and Ride, shuttles, and incentives to encourage walking, biking, carpooling, or even taking the train. Learn how to effectively manage traffic flow, optimize available space, and enhance guest satisfaction through strategic planning and communication.

We'll also dive into key considerations such as gate fees vs. parking fees (or both), calculating the number of spaces you need, and how the length of stay impacts your parking strategy. Discover why conducting an inventory of spaces is crucial and how it aligns with attendee arrival patterns and lingering times.

Whether you're managing a small community event or a large festival, you'll leave with actionable insights to create seamless parking operations that improve accessibility, reduce congestion, and keep your event running smoothly.

More Stupid Questions: An Open Forum
Cindy Kerby (moderator), Gateway Imprints

Back by popular demand - Join us again this year for an interactive open forum where you bring the questions, challenges, and ideas, and we bring the platform for conversation! This dynamic session invites all attendees to engage in open dialogues, share insights, and explore creative solutions for the unique challenges facing today's festivals and events. Let's work together to inspire each other with fresh ideas, best practices, and innovations that can elevate our events to new heights.

10:50 - 11:50am

Ways with No Means
Scott Ingalls, 360 Events NW

We'll explore how to produce impactful events with limited budgets and resources. Learn from industry experts who have successfully navigated financial challenges and still delivered memorable, high-quality festivals and events. Discover tips on finding sponsorships, leveraging community support, and using innovative solutions to stretch your budget without sacrificing quality. Perfect for event planners who are looking to maximize their impact despite financial constraints.

What to Know Before You Drone
Nate Mortensen Open Sky Productions

Drone shows are revolutionizing the entertainment industry, offering a unique and eco-friendly alternative to traditional fireworks. But before you take to the skies, there's a lot to consider! This session will cover the key aspects of planning and executing a successful drone show, including permitting, safety regulations, budgeting, logistics, and working with drone providers. Learn how to create a captivating aerial display while ensuring compliance with FAA guidelines and local regulations. Whether you're considering adding drones to your event for the first time or looking to improve your existing show, this session will provide essential insights to help you navigate the exciting world of drone entertainment.

**Schedule Subject to Change*