OREGON FESTIVALS & EVENTS ASSOCIATION

THE CONFERENCE FOR FESTIVALS & EVENTS

FEBRUARY 25-27, 2027
SEASIDE CIVIC & CONVENTION CENTER
REGISTER NOW
oregonfestivals.org

Curiosity leads to great discoveries, and there's no telling what you'll find Down the Rabbit Hole at the 2027 Oregon Festivals & Events Association Conference!

Join festival and event professionals from across Oregon for three days of fresh ideas, practical education, meaningful connections, and a little Wonderland-inspired fun. Meet industry experts, connect with fellow event organizers, discover new resources, and bring home ideas you can put into action.

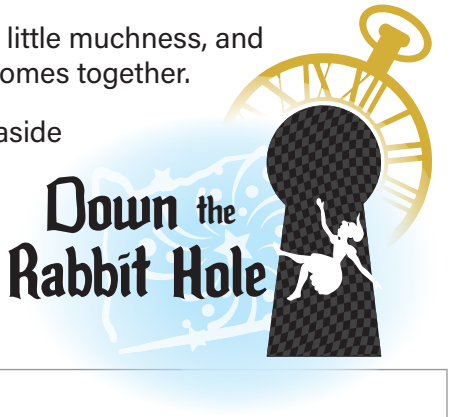
New this year: The Legacy Series

Every event has a story, and the people, traditions, and experiences behind it are worth preserving. This year, we're featuring a collection of sessions throughout conference focused on protecting, celebrating, and strengthening the legacies of our festivals and events.

So, grab your top hats and tea cups and let's make connections, share a little muchness, and discover what's possible when Oregon's festival and event community comes together.

Don't be late for this very important date! Follow the White Rabbit to Seaside and join us February 25–27 for ***THE*** Conference for Festivals & Events.

Let the adventures begin!



Thursday, February 25, 2027 *full descriptions and speaker bios available on our website*

9 am	**PRE-CONFERENCE WORKSHOP:** *(additional fee)* AI Beyond ChatGPT: Tools, Tricks & Time-Savers for Event Professionals | Tim & Pam Fahndrich, WhirLocal
11:30 am	**Check-in Opens**
1:30 pm	**THE Conference Begins!** Curiouser and Curiouser: Who Holds the Key? | Pacific Northwest Facilitators Guild
2:50 pm BREAKOUT SESSIONS	Speak Their Language: Communication Agility Skills for Festival and Event Teams | Coleen Gose, Pilina Consulting It's Only Temporary: Managing Safety & Liability on the Event Site | Chris Hernandez, OSHA Consultative Services Section Finding the Funding: Grants & Funding Opportunities for Events | Aili Schreiner, Oregon Cultural Trust
4 pm BREAKOUT SESSIONS	Establishing Successful Board and CEO Relationships | Rey O'Day, National Independent Concessionaires Association LEGACY SERIES PANEL - No Use Going Backward: Modernizing Events without Losing Tradition Moderator: Bart Platt, Jefferson County Event Complex Panelists: Ryan Kintz, Afton; Steven Bledsoe, Portland Rose Festival; Cheryl Bland, Harefest; Debra Porta, Pride NW; Erika Patton, Pendleton Round-Up Beyond the Booth: Turning Conference Connections into Customers | Todd Schreier, Schreier Group
5 pm	**Dinner on the Town:** Check-in at the lobby no later than 5:30pm for your Dining Vouchers, then enjoy dinner at one of Seaside's great restaurants.
7 pm	Networking Hospitality Night **The Mad Hatter's Cup Miniature Golf Tournament:** Tee off for a wonderfully mad round of mini golf and enjoy snacks, drinks, and a little extra mischief in the "Cheshire Cat Clubhouse!"

schedule subject to change

Friday, February 26, 2027 *full descriptions and speaker bios available on our website*

9:30am BREAKOUT SESSIONS	Success by Design: Professional Project Planning 101 | Robert Cunningham, Stages NW Which Way From Here? Oregon's Economic Outlook & the Future of Events | Damon Runberg, Business Oregon LEGACY SERIES PANEL - From the Vault: Digitizing History and Merchandising Your Archives Moderator: Katie Henry, Oregon Heritage Commission Panelists: Nicole Herranen, Pendleton Round-Up; Mikal Wright, Pendleton Round-Up; Vanessa Roy, Oregon Country Fair; Terry Baxter, Oregon Country Fair
10:40 am BREAKOUT SESSIONS	Build Your Best: Hands-On Event Mapping & Problem-Solving | Kerstin Motsch-Reiter, City of Hillsboro LEGACY SERIES Built to Last: Succession Planning for Arts, Culture, and Legacy Events | Nagham Wehbe, Arts Consulting Group
Noon	**Annual Meeting Luncheon**
12:45 pm	**Trade Show:** Visit suppliers, make connections, and play games!
1:50 pm BREAKOUT SESSIONS	LEGACY SERIES Statewide Recognition: Honoring and Elevating Oregon's Enduring Traditions | Katie Henry, Oregon Heritage Commission When the Muchness Becomes Too Much: Recognizing and Preventing Burnout | Carolyn Culley, Cascade Employers Association Maximizing Volunteer ROI: Trends, Pitfalls, and Key Strategies for Event Managers | NW Oregon Volunteer Admin Association
3 pm BREAKOUT SESSIONS	Crisis Leadership: From First Response to Recovery | Bill Blair, Team Rubicon West Branch Creating More Inclusive and Accessible Events | Marianne Stedelin, Creating Opportunities PANEL - A Shared Destination: Connecting Events & Tourism Moderator: Rebecca Grizzle, Lebanon Chamber of Commerce Panelists: Scott Bricker, Travel Oregon; Kyle Lang, Harefest; Jordan Winthrop, Oregon Tour and Travel Alliance
4:10 pm BREAKOUT SESSIONS	LEGACY SERIES Don't Lose Your Head: Crafting a Curious and Creative Approach to Leadership Continuity | Kim Lyddane, Albany Parks and Rec PANEL - Event Ops Unfiltered: Lessons Learned the Hard Way Moderator: Brandi Ebner, One Decision Management Panelists: Courtney Latham, Flip Flop Productions, Tyler Fuller, Fuller Events Put Your Phone Down: How to Win in 2027 with Grassroots Marketing | Todd Schreier, Schreier Group
5:30 pm	**Festivalpalooza:** Reception and Silent Auction
6:30 pm	**Ovation! Awards Dinner**
8 pm	Hospitality Night **Queen of Hearts Gala: WEAR YOUR ROYAL REDS** and join us after the awards for an evening of celebration, connection, and royal Wonderland fun!

Saturday, February 27, 2027 *full descriptions and speaker bios available on our website*

9:30 am BREAKOUT SESSIONS	When the Plan Unravels: Clear Decisions Under Pressure | Mairin Moore Cane, Rooted and Rising, LLC The Human Run-of-Show: Building Event Teams for Success | Stefano Iabnoi, Smile Solution LLC
11 am BREAKOUT SESSIONS	Get Found: Making SEO Work for Your Event | Tim & Pam Fahndrich, WhirLocal Making It Memorable: Guest Service for Events & Festivals | Rey O'Day, National Independent Concessionaires Association Psychological Safety: Creating a Culture Where People Speak Up | Tonya Sowles, Sowles Consulting, LLC
Noon	**Out with a Flash! Closing Luncheon:** Wrap up the conference with lunch, prize giveaways, the announcement of our contest winners, and the big reveal of the 2028 conference theme!

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