

# EVENT ACTION PLAN

A successful event takes good planning, coordination, and execution. We are prepared to help you run a successful event with a variety of services. From little enhancements to full event logistics, we want to ensure that your experience is smooth and supported while your guests enjoy a memorable event.

Review our **Event Action Plan** to see the variety of services we can provide to enhance you and your attendees' overall experience.

## SIGNAGE

- Airport digital welcome sign
- Community reader digital information kiosk
- Facility specific directional signage

## MARKETING SUPPORT

- Calendar of event listings
- Regional promotion & press release
- Social media promotion & collaboration
- E-Newsletter promotion

## EVENT EXPERIENCE SUPPORT

- Information table at event
- Visitor collateral showcasing dining, attractions, and trip ideas for attendees
- Off-site event assistance and logistics
- Assistance acquiring transportation rates and availability
- Assistance acquiring and scheduling hotel room rates and blocks
- Vendor referrals
- Event bags & VIP gifts
- Team building opportunity recommendations

## 12-18 MONTHS PRE-EVENT

- Contact Travel Medford & SOSOC to inquire how we can help you host your event
- Work with Travel Medford on potential host venues and hotels that meet your needs and budget
- Schedule a site visit to tour host venue and hotel options
- Review organizational and local resources to help support your event
- Develop communication strategy for event hosting in Medford
- Organize and/or connect planning committee with Travel Medford hosting support
- Promotion plan for your event during current Medford events and throughout timeline toward your event

## 6-12 MONTHS PRE-EVENT

- Begin working with Travel Medford to produce E-newsletters and promotion driving traffic to your website/promotion
- Hold planning committee meetings to detail responsibilities for event specifics such as registration, operations, and volunteers
- Plan event layout and specific resources needed to meet needs including solicitation plan for volunteers
- Review transportation needs for attendees and establish connections
- Prepare and submit RFP for hotel block rates
- Review requirements and timeline for Travel Medford Community Partnership Grant

## 3-6 MONTHS PRE-EVENT

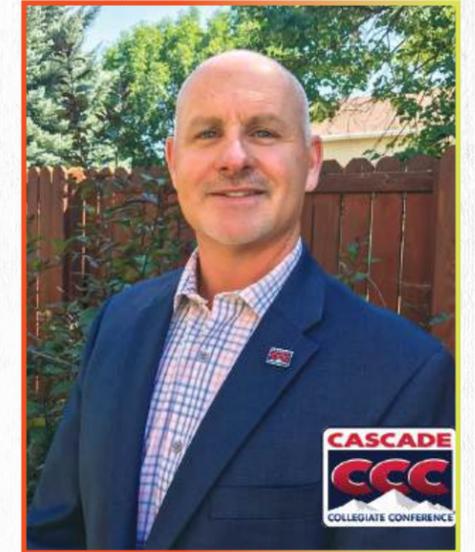
- Schedule additional visits for planning committee members as needed
- Start event registration
- Finalize transportation needs and arrangements
- Recruit and schedule volunteer needs, plan any needed training for volunteers
- Work with Travel Medford to promote Medford to your attendees, providing a micro-site specific to your event if needed, and showcasing the experience options they have in and around your event
- Schedule and contract on-site vendors

## 1-3 MONTHS PRE-EVENT

- Finalize schedule of event & communicate to attendees
- Finalize volunteer schedule
- Finalize on-site vendors
- Order awards for event
- Work with Travel Medford to promote leisure opportunities within event attendees
- Final planning committee meetings
- Organize day-of registration process
- Organize volunteer trainings as needed
- Create and print programs and other materials
- Review hotel arrangements and make adjustments as needed
- Establish day-of chain-of-command for all aspects of event

## DAY OF EVENT

- Early event walk-through of event space
- Volunteers arrive 30 minutes early
- Visit Travel Medford and SOSOC information table and rely on the experience of the staff and your venue to assist you with last minute needs
- Enjoy your event



**ROB CASHELL, COMMISSIONER OF THE CASCADE COLLEGIATE CONFERENCE:**  
*Having our men's and women's soccer championships in Medford was a wonderful experience for the student-athletes, coaches, and fans. The hospitality and warm welcome we received, along with the great partnership with Travel Medford and Medford Parks & Recreation was incredible and we are already looking forward to next year."*

### FRANK "THE CORNHOLE DUDE" GEERS, FOUNDER OF THE AMERICAN CORNHOLE ORGANIZATION:

*I would be hard pressed to name any partners I've had over the first 20 years of the ACO that have been as enthusiastic and easy to work with as our friends from Travel Medford and the Sports Commission. The people, the facilities, the community and the over all Medford experience have redefined what makes an ACO Major...MAJOR...They GET IT and, most importantly, they share it. Medford has very quickly become an ACO Major Tour stop favorite for our players, pros, families and staff and we can't wait to watch the relationship grow as we continue pitching toward the ACO World Championships of Cornhole 22 in Medford in 2027."*

