

Southern Oregon Sports Commission – Event Action Plan

Signage:

- Airport Digital Welcome Sign
- Community Reader Hoop Boards Messaging
- Facility Specific Directional Signage

Marketing Support:

- Calendar of Event Listings
- Regional Promotion & Press Release
- Social Media Promotion & Interaction
- E-Newsletter Promotion & Notifications

Event Experience Support:

- Information & Swag Table at Event
- Visitor Guides 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 & SOSC to investigate 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 see 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
- Pre-promote and plan promotion 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
- 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 min. early
- Visit Travel Medford and SOSC information table and rely on the experience of the staff and your venue to assist you with last minute needs
- Enjoy your event!