

2011 Portland Marathon Event Directors' College Schedule

WEDNESDAY, OCTOBER 5:

College Kick-Off Party at the Red Star Tavern and Roast House 6-10 p.m.
503 SW Alder St.– 4 blocks from the Hilton. Meet and mingle with other attendees at this Open House hosted by Leslie Jordan Inc.

THURSDAY, OCTOBER 6:

Check in at the Multnomah Athletic Club.....8:00 a.m.
1849 SW Salmon, 10 blocks west of the downtown Hilton; continental breakfast served

WELCOME!8:30 a.m.

Session One: Introductory Panel: What did we learn in our industry over the last year? 8:35-10:15 a.m.
• New Issues • Industry Trends • Trading Vital Information

BREAK

Session One Continued..... 10:30-11:45 a.m.

GUEST SPEAKER LUNCHEON: Wally Kastner–Event Relationships Noon

Session Two: Revenue Streams: Sponsorships, Contracts, Merchandise, et al 1:30-2:30 p.m.

BREAK

Session Three: Charities and Volunteers 2:45-4:00 p.m.

Announcements4:00 p.m.

Reception at The Oregon Historical Society Museum, 1200 SW Park Avenue, Portland, OR 97205 7:00 p.m.

FRIDAY, OCTOBER 7:

Continuing Check-in at the Multnomah Athletic Club8:00 a.m.
(for those who did not register on Thursday); continental breakfast served

Session One: Event Management & Organization 8:30-10:15 a.m.

BREAK

Session One Continued..... 10:30-11:45 a.m.

GUEST SPEAKER LUNCHEON: Martin Hsia–Intellectual Property Issues Noon

Session Two: Event Technology I–Innovations and Ideas..... 1:30-2:45 p.m.

BREAK

Session Three: Event Technology II–Applications and Practicalities Improve an Event..... 3:00-4:00 p.m.

Announcements4:00 p.m.

VIP Reception at the Multnomah Athletic Club: Awards and plenty of food! 7:00 p.m.

SATURDAY, OCTOBER 8:

Continental breakfast served.....8:00 a.m.

Panel: Legends and Gurus..... 8:30-9:30 a.m.
Help us look at ourselves, our event and the industry

BREAK

The anatomy of Event details often overlooked, from A to Z 9:45-11:45 a.m.

LUNCH with Congressman Earl Blumenauer “Political Networking” Noon

Social Networking • Insurance, politics, taxes, memberships, legal issues, leadership, and “Is ‘Green’ now a wash?” 1:30-3:00 p.m.

Announcements4:00 p.m.

Board bus to boat dock (boards at Hilton Portland, Salmon St. side).....5:15 p.m.

Saturday Evening Willamette River Cruise 6:00-8:30 p.m.

SUNDAY, OCTOBER 9TH: MARATHON DAY—7 a.m. Start

Join us at the Finish Line VIP tent for breakfast, lunch, and a rousing good time!