

OEDA Submission 2021: Exceptional Marketing & Promotions

This past year, due to the pandemic, events of all shapes and sizes were severely impacted in nearly every way. For an organization like EDCO, which produces more than 50 regional events annually, the impact was not just financial. We've learned throughout the years that the social connections made at EDCO events are invaluable, and with that at the forefront of our minds we were determined to push forward. In 2020, EDCO staff had to reimagine nearly every single aspect of putting on a successful event while also prioritizing the health and safety of the community.

The following story is an example of what can and does happen organically at EDCO events.

In August of 2017, EDCO hosted their first annual Made in Bend Tour, complete with tours of four local companies from across the city representing differing industries. Cv International, a local manufacturer in the aviation/aerospace industry, was one of the featured companies during the Tour.

Matthew Chancellor, the new-at-the-time Regional Business Manager at Pacific Power, was getting acclimated to the business community and replacing his predecessor on the EDCO Board of Directors.

EDCO CEO Roger Lee introduced Matthew to Chris Hardy, Director of Sales with Cv International, and what has been accomplished as a result of their partnership since then has been exceptional.

That introduction led to discussions that resulted in Cv International shifting to be 100% powered by renewable wind-energy and carbon free, which prior, was not known as a possibility. This paved the way for the company to gain new relationships which enabled it to become a national leader in providing equipment to the wind energy generation industry. In turn, Cv International's employment has grown with the company.

The partnership has also benefited Pacific Power, who is now a customer of Cv International, purchasing fall and safety equipment for its team in the field. This mutually beneficial relationship is one of many examples to be born out of an EDCO event.

Fast forward to the 2020 Made in Bend Tour and the look and feel was much different. The tours of the companies were recorded ahead of time since the public was not allowed into the businesses due to COVID-19 restrictions. The video tours were shown to an in-person audience at an outdoor watch party, as well as streamed live to a virtual audience. EDCO hosted 100 attendees in their parking lot above the Deschutes River offering a morning, beat-the-late-August-heat, bring your own chair, drive-in-esque, event complete with large digital screens, trading the event's traditional happy hour for breakfast burritos, offering their audience the opportunity to gather for the first time in months. While there is nothing like visiting a company in-person, EDCO's "the show must go on" attitude not only ensured that the event still took place, but it meant smaller companies, who would never be able to host the larger tour groups through their facilities in-person, could also be highlighted. And once again, magic happened.

Sullivan Glove Company was one of the companies featured, and during the filming of the virtual tour EDCO Director of Events, Erin Reilly, learned the new owner had the need to promote their own recently launched Sullivan Glove brand. She connected the company to the Mandala Agency, a local digital

marketing and ad firm that EDCO works closely with, who had recently pivoted to focus on executing social media campaigns for clients that were struggling during the pandemic.

The Mandala Agency began running a small digital marketing campaign for Sullivan Glove Company, to help them work out their direct-to-consumer market potential, and within the next month the campaign was returning a 1,300% return on ad spend. The partnership enabled Sullivan Glove Company to chart a new path forward and hire additional staff during a global pandemic.

Job creation for community members, connecting advisory and/or funding for startups, introducing new partnerships, interns getting on-the-job experience while also filling a necessary role for their employers, and businesses of all industries and sizes getting connected to resources and services they need. These are additional organic outcomes that occur at EDCO events making them a very important part of what economic development means in our communities.

While a simple introduction may seem trivial, it is not lost on EDCO that the little things do make a big difference.

Link to view Pacific Power / Cv International Partnership video (alt-version). [PACIFIC POWER BEND PARTNERSHIP](#)