

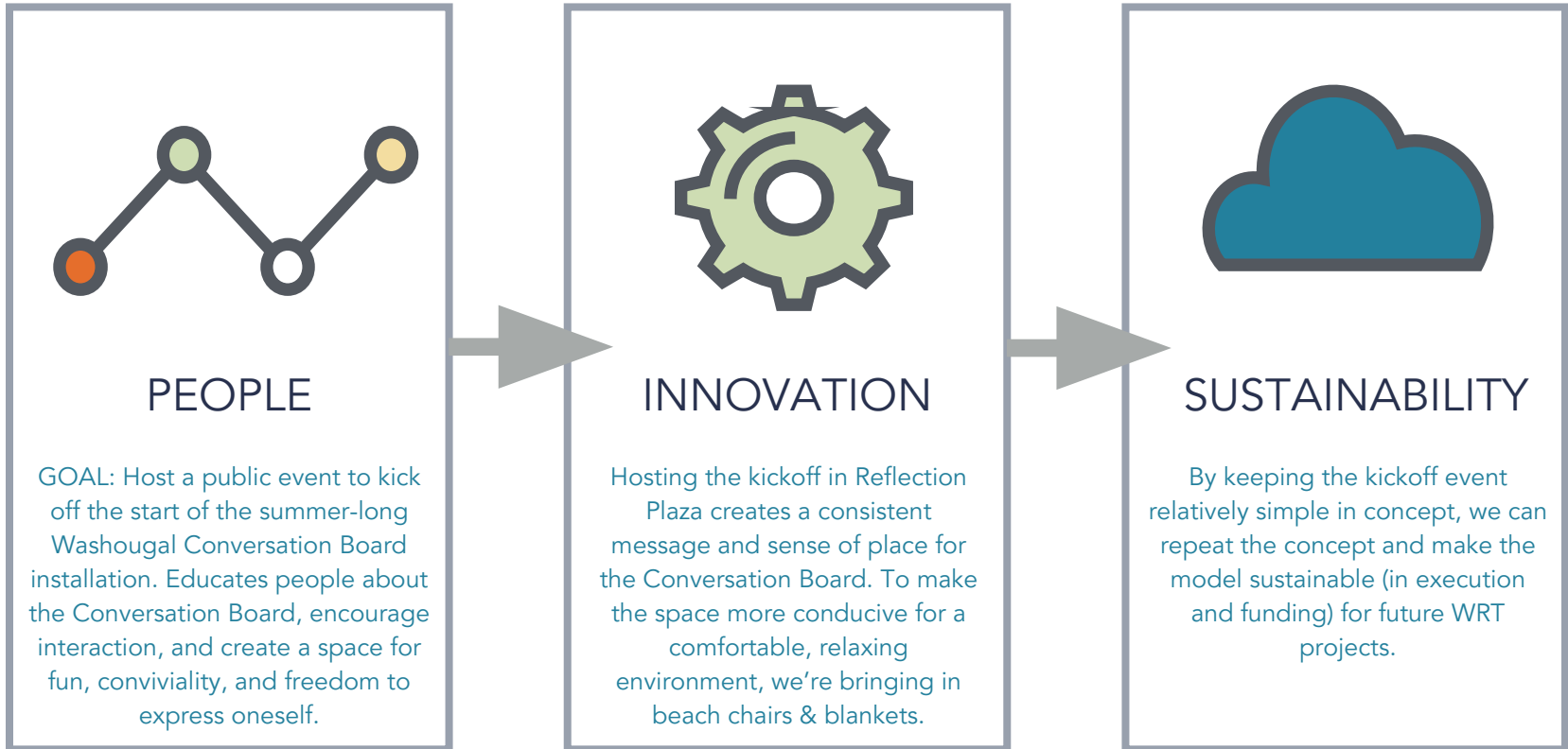


CONCEPT: PUBLIC
KICKOFF EVENT,

DATE: JULY 1, 2017
10 AM to 5 PM

CONCEPT

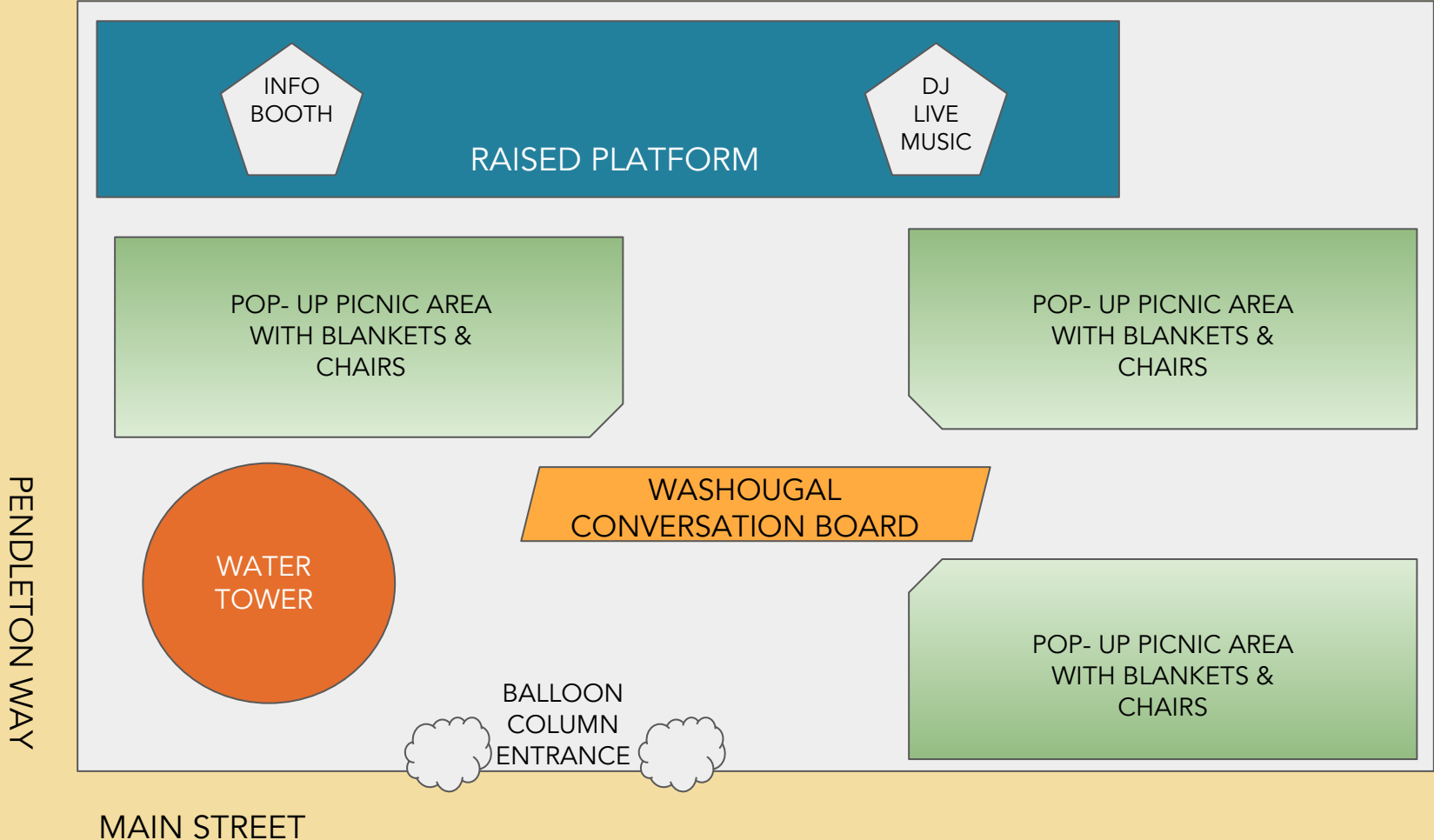
A one-day pop-up picnic park in Reflection Plaza to celebrate Washougal Conversation Board.



No person shall on the basis of race, color, national origin, creed, religion, sex, marital status, age, or disability, be subjected to discrimination.

REFLECTION PLAZA

Below is an example mock-up or design of the plaza event layout (not to scale).



RESOURCES

Below is a brief list of core resources needed for this event concept.

ENTERTAINMENT

To encourage others to stay, enjoy the space, & create a comfortable environment, I suggest the combo use of DJ and live music.

FURNITURE

Promoting a pop-up picnic park eliminates the need for a lot of furniture. I suggest 2 tents (1 for DJ, 1 for the info booth), table & chairs.

VOLUNTEERS

I recommend the use of volunteers to not only staff the booth & board, but also to play as 'actors' to help fill up the picnic scene & encourage others to join.

RAFFLE

I like the idea of a promotional campaign leading up to the event where we raffle off a picnic basket to one lucky Washouglian.

DECOR

Decor is kept simple. Blankets & beach chairs will create a pop-up park scene. Balloons in WRT branding for color.

RAFFLE

By offering a free promotional giveaway, this will encourage additional traffic to the kick off event.

PROMOTION

Through advertisement, digital communications, word of mouth, business fliers, press release.

ATTENDANCE

In order to enter & win the raffle basket, you must go down to Reflection Plaza during the kick-off and post to the Conversation Board.

COMMUNITY

Contents of the raffle basket could include local-based business amenities such as a Pendleton blanket, OurBar gift cert, beer growler, etc.

COMMUNICATION

Keeping the concepts similar a (picnic pop-up park, picnic basket giveaway, etc.) creates consistency in event branding.

AD ARTWORK

Concept for the ad artwork is to adjust WRT's CONVERSATION logo (consistency in branding) by removing the "WRT" and adding the campaign tagline "What will YOU say?"



CAMPAIGN CONCEPT

An integrated marketing campaign is the application of consistent brand messaging across both traditional (e.g. direct mail) and non-traditional (e.g. social media) marketing channels and using different promotional methods to reinforce each other.

Campaign tagline concept: "What will YOU say?"

- Generates interest, raises a question
- Sets expectation/obligation
- Provides a query that requires investigation



WHAT WILL
YOU SAY?

AD ARTWORK EXAMPLE ELEMENTS



WHAT WILL
YOU SAY?

PICNIC IN THE PLAZA
A Free Pop Up Park Experience

Saturday, July 1st
from 10 AM to 5 PM

INTERACTIVE ART INSTALLATION
FREE MUSIC
PUBLIC LOUNGE PICNIC AREAS
PENDLETON PICNIC BASKET GIVEAWAY

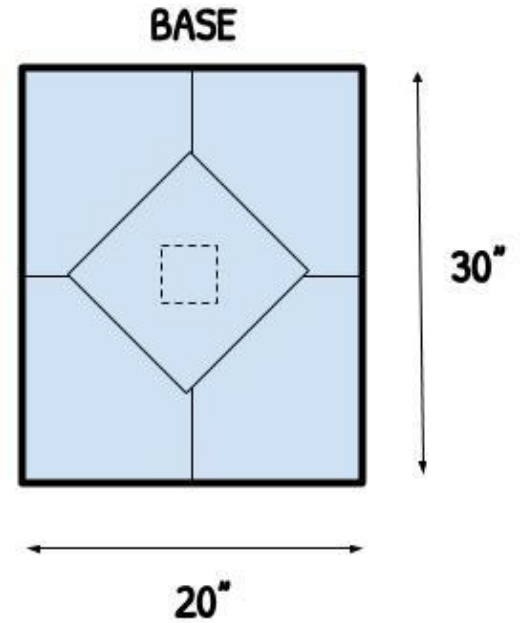
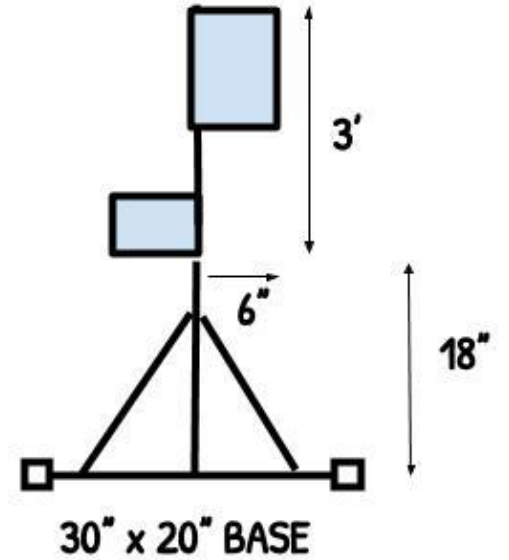
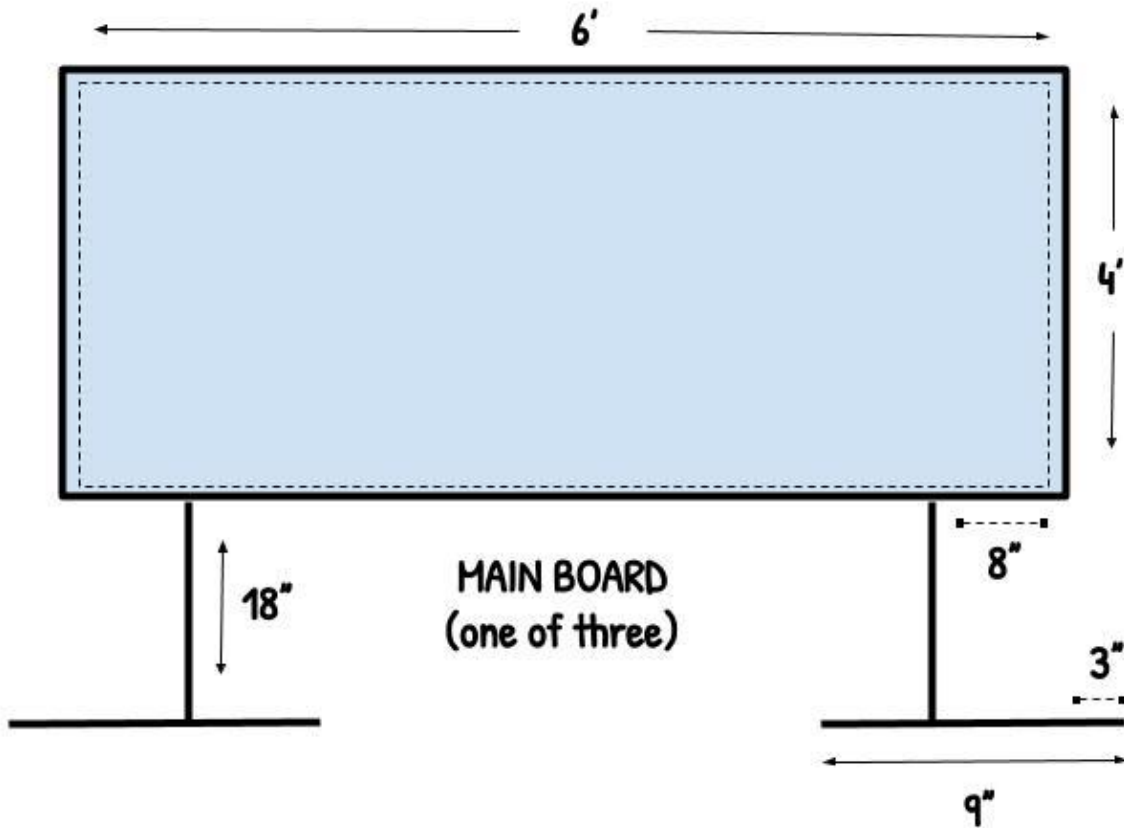
Share your vision for the future of our
community. [WHAT WILL YOU SAY?](#)

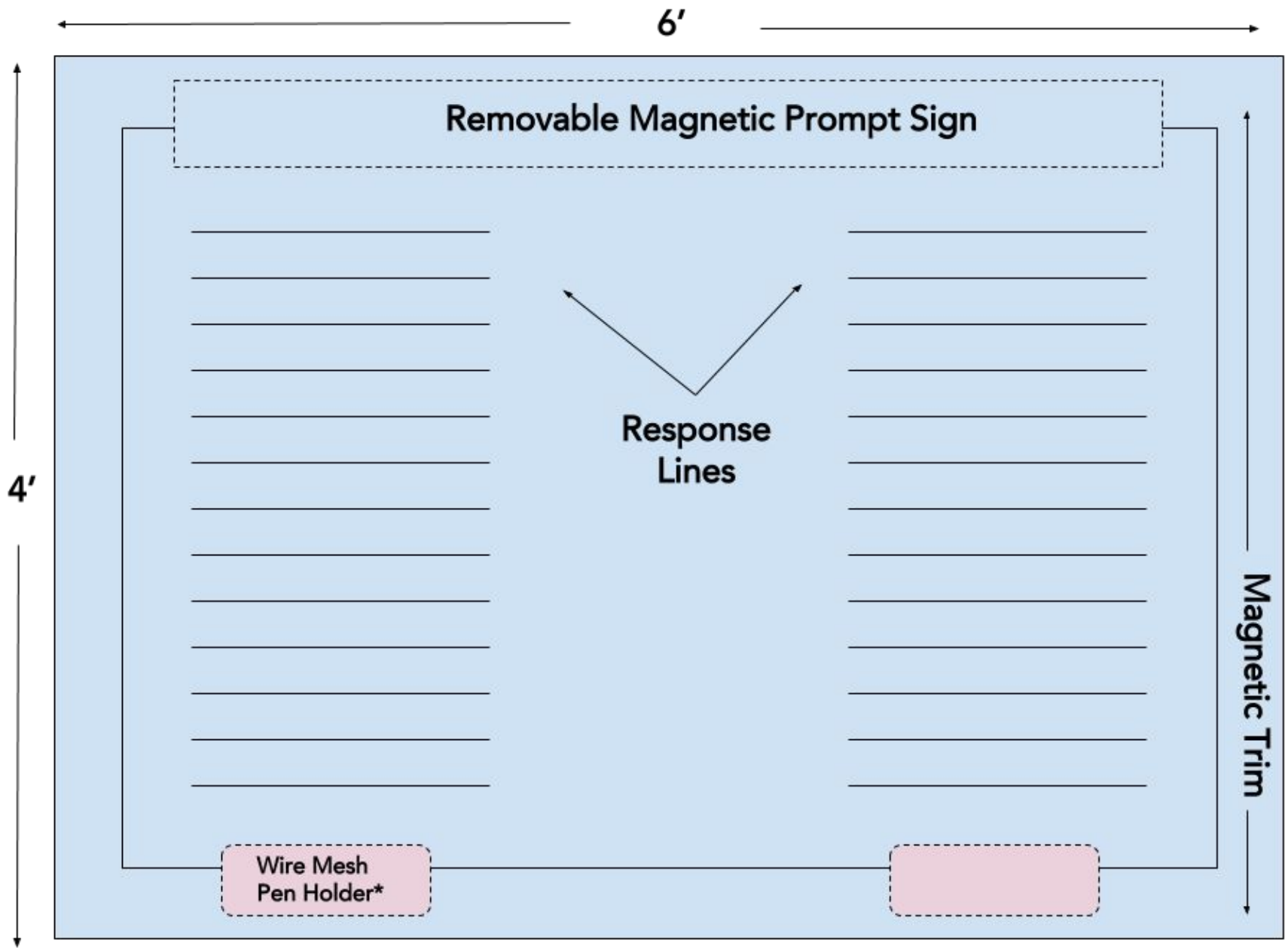
POST YOUR FEEDBACK TO OUR
INTERACTIVE BOARD AT THE
EVENT.

FIND OUT MORE AT
WASHOUGALROUNDTABLE.COM



WASHOUGAL CONVERSATION BOARD





* magnetic / removable

COLOR: 3 WRT "yellow" / 3 WRT "green"



FOR MORE INFORMATION, PLEASE
CONTACT:

INFO@WASHOUGALROUNDTABLE.COM