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“The conference went smoothly and was a great success! Our recreational add-ons were thoroughly enjoyed by attendees including the coast tours, winery tour and pub crawl in the Whiteaker District. Travel Lane County’s assistance helped make it all possible and we appreciated all the help and support!
– Styx Jenkins,
Commercial Partners
Coordinator,
International
Association for
Language Learning
Technology



International Association for Language Learning Technology

IALLT Biennial Conference

About the Group: The International Association for Language Learning Technology (IALLT) is a professional organization whose members provide leadership in the development, integration, evaluation, and management of instructional technology for the teaching and learning of language, literature, and culture. Its strong sense of community promotes the sharing of expertise in a variety of educational contexts.

Market: Education Association

Number of Room Nights: 1,600 (432 peak)

Event Type: International

Number of Room Nights: 344 (peak 86)

Host Hotel/Venue: University of Oregon Conference Services

Hotels: Phoenix Inn and Holiday Inn Express Eugene

Assistance Provided/Activities:

- Coordinated hotel pricing and room blocks
- Assisted with services starting one year prior to conference
- Arranged and coordinated site visits with planners
- Created an event microsite to help promote the event, the region, and local attractions
- Offered multiple suggestions for off-site venues/locations for the event including pertinent information about locations, travel time and distance, and rates
- Assisted with multiple requests for vendors and services and provided partner referrals for caterers, transportation providers, and tour guides
- Offered the Show Your Badge program that provided discounts for attendees at local businesses and restaurants
- Posted digital signage at the airport to welcome arriving attendees
- Provided a staffed visitor information table during conference hours
- Coordinated a daytrip to the coast through a partner
- Arranged and coordinated a winery tour and a pub crawl

