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Travel Lane County has always gone above and beyond any expectations for service. They helped me with the contracting of the venue and hotel rooms and went to a number of the faith-based organizations, churches and leaders to personally encourage their participation. Their encouragement helped make the difference in the attendance and participation. I could not have asked for more.”

**-Tommy Keown CMP
CFMP, Arrowhead
Conferences & Events**

LIVING PROOF *Live*

LifeWay Christian Resources Arrowhead Conferences & Events Living Proof Live with Beth Moore

About the Group: LifeWay Christian Resources, founded in 1891 in Nashville, presents Living Proof Live with Beth Moore events in cities across the United States. The live Bible study events are led by Wanda Elizabeth “Beth” Moore who is an American evangelist, author, and Bible teacher. She is the founder of Living Proof Ministries, a Bible-based organization for women based in Houston, Texas. The ministry focuses on aiding women who desire to model their lives on evangelical Christian principles.

Market: Faith

Number of Room Nights: 6,820 attendees, ~1,400 room nights)

Event Type: Regional

Number of Room Nights: 344 (peak 86)

Host Hotel/Venue: Matthew Knight Arena at the University of Oregon, First Baptist Church

Hotels: Matthew Knight Arena at the University of Oregon, First Baptist Church

Assistance Provided/Activities:

- Promoted the event through social media channels and destination website
- Arranged a private off-site dinner for the advance team
- Coordinated discount fares with Amtrak
- Posted a welcome sign on the digital screen at the Eugene Airport to welcome arriving attendees
- Arranged shuttle buses and transportation
- Coordinated with area businesses to provide parking in their parking lots for attendees and for pick up and drop off locations for the shuttle buses
- Arranged for the local Boy Scouts troop to manage the parking areas and receive the parking fees
- Created customized maps of the available parking areas and shuttle pickup/drop off areas
- Assembled gift bags for key team members using items sourced from local businesses
- Assisted in securing the use of a local church for several hundred women to have a pre-conference event and dinner
- Provided a staffed visitor information table during the event
- Provided discount coupons from area restaurants and customized maps of restaurant locations

