



**TN Marketing and Attraction Course
UT Conference Center Knoxville
November 7-8, 2017**

Tuesday, November 7

9:15-10:00	Participant Registration	
10:00-10:15	Welcome & Introductions	Kim Denton, CEcD <i>UTCIS</i>
10:15 – 11:15	Overview of Marketing and Attraction <ul style="list-style-type: none">• Components of Marketing and Attraction• Role of the ED Practitioner• Role of the ED Organization	Doug Lawyer, CEcD <i>Knoxville Chamber</i>
11:15 – 12:30	Research Side of the Marketing Equation <ul style="list-style-type: none">• Understanding your Product<ul style="list-style-type: none">○ Community Inventory○ Data Gathering○ Key Local Factors○ SWOT Analysis• Understanding the Market<ul style="list-style-type: none">○ Local Industry Analysis○ Industry Needs○ Understanding the Competition○ Prospecting	Lana Suite/ Kayla Taylor <i>Younger Associates</i>
12:30 – 1:15	Hot Lunch on-site	
1:15 -3:15	Site Selection Process and Proposal Development <ul style="list-style-type: none">• Site Selection Process• Facilitative Selling• Proposing to Win	Heidi Smith <i>TVA</i>
3:15 – 3:30	Break	
3:30 – 5:00	Use of Incentives and Incentive Policy at the Local Level <ul style="list-style-type: none">• Types of Local Incentives• Implementing a Local Incentives Policy• Goals and Results of Local Incentives	Mark Mamantov/ Jay Moneyhun <i>Bass, Berry & Sims</i>
5:00 – 5:15	Wrap-up & Adjourn	
6:00	Optional Dinner Gathering	



Wednesday, November 8

7:30 – 8:00 Full breakfast on-site

- 8:00 – 9:15 Designing a Marketing Strategy
- Developing a Marketing Plan
 - Coordination of Marketing Activities
 - Branding and Positioning
 - Marketing Messages
 - Measuring Results

Doug Lawyer, CEcD
Knoxville Chamber

- 9:15 – 10:15 Rural Perspective on Marketing and Attraction
- Marketing Techniques
 - Technology Tools

Greg Lowe, TCEcD
City of Lewisburg
Dennis Tumlin
*Rhea Economic
& Tourism Council*

10:15 – 10:30 Break

10:30 – 12:00 Design Your Marketing Plan and Report Out

**Doug Lawyer/
Greg Lowe/
Dennis Tumlin**

12:00 – 12:15 Evaluation Forms/ Certificates/ Adjourn