



TN Marketing & Attraction Course
DoubleTree Chattanooga Downtown
June 14-15, 2023

Wednesday, June 14

9:30-10:00	Registration	
10:00-10:30	Welcome & Introductions	Kim Denton, CEcD <i>UTCIS</i>
10:30 – 11:15	Overview of ED Marketing & Attraction <ul style="list-style-type: none">• Components of Marketing & Attraction• Preview of Course Case Study	Sharon Younger, PhD <i>Younger Associates</i>
11:15 – 12:15	Research Side of the Marketing Equation <ul style="list-style-type: none">• Understanding your Product• Understanding the Market	Sharon Younger, PhD <i>Younger Associates</i>
12:15 – 1:00	Lunch & Networking	
1:00 – 2:15	Use of Incentives at the Local Level <ul style="list-style-type: none">• Types of Incentives• Roles of Incentives	Mark Smith <i>Miller & Martin</i>
2:15 – 3:00	Site Selection Process	Katrina Smith <i>TVA</i>
3:00 – 3:15	Break	
3:15 – 4:00	Proposal Development	Katrina Smith <i>TVA</i>
4:00 – 5:15	State & Regional Marketing Programs Best Practices <ul style="list-style-type: none">• Scott Cooper, <i>TVA</i>• Sam Wills, <i>TNECD</i>• Charles Wood, <i>Chattanooga Chamber</i>	
5:15	Wrap-up & Adjourn	
6:15	Optional Dinner Gathering	



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6:30 – 8:30 Full breakfast in *Eleven Bistro*

8:30 – 9:30 Marketing Techniques

- Branding & Advertising
- Promotional Materials
- Public/Media Relations
- Online & Digital Presence

Sharon Younger
Younger Associates

9:30 – 10:15 Advanced Marketing & Technology Tools

Technology Team
Younger Associates

10:15 – 10:30 Break

10:30 – 11:00 Developing a Marketing Strategy & Metrics

Sharon Younger
Younger Associates

11:00—12:30 Case Study Marketing Plan Design & Competition

Class Participants

12:30 Evaluation Forms/ Certificates/ Adjourn