

MEDA 2015 Summer Conference:
Marketing & Business Attraction
Sponsored by Maryland Port Administration

Wednesday, July 29, 2015
World Trade Center – Constellation Ballroom, 21st Floor
401 E. Pratt St., Baltimore, MD 21202
8:00 am Continental Breakfast and Networking

How do you position a community as a product and illustrate its strengths, its character and its identifying features and then, how do you represent that product in order to attract employers to locate in your community? Knowing your community is a nuanced exploration in assessment, inventory and the SWOT exercise that further illuminates and delineates a community's assets. It is also the ground work for developing a brand, identifying target market and driving the message. The MEDA Summer Conference will provide an overview of Marketing & Business Attraction, including how to identify your product, best ways to position your product, and how to identify the value of your product in a competitive market.

8:00 – 8:45 am REGISTRATION AND CONTINENTAL BREAKFAST

8:45 – 9:15 am THE PORT OF BALTIMORE, A BUSINESS ATTRACTION

Joseph M. Greco, Sr., Director/Intermodal Trade Development
Maryland Port Administration

9:15 – 9:30 am MEDA BUSINESS MEETING

President's Welcome – Keasha Haythe, CEcD
Secretary's Report – Heather Gramm, CEcD
Membership Report – Daniel Thompson

9:30 – 10:45 am PRODUCT DIFFERENTIATION

We are all in the business of selling our communities but how do we distinguish ourselves in the market place? What makes one place more desirable over another and how strong is the connection between the marketing message and the physical attributes? When is it helpful to partner with the state or regional partnerships to reinforce the message that we are open for business? Our panel will focus on unique ways to differentiate product for maximum Marketing success and Business Attraction

Moderator: Sandy Sponaule, Owner, Platinum PR

Mark Levy, Managing Director and Mid-Atlantic Industrial Practice Group, Jones Lang LaSalle

Jayson Knott, Program Director, Officer of Business Development, Maryland Department of Business & Economic Development

Shannon Landwehr, Executive Vice President, Economic Alliance of Greater Baltimore

Judy Lee, Director, DCI

10:45 – 11:00 am BREAK

11:00 am – 12:15 pm TECHNIQUES & STRATEGIES

Now that you've assessed your market, how do you sell it? This panel will focus on delivering the message for optimum results after the product has been identified. Sometimes we have to sell ourselves on who we are before we can sell to others and to do that, we must listen to all our constituents. Learn more about the dynamic between the community's perception and the strategic factors involved in creating and implementing marketing and business attraction strategies.

Moderator: Ammanuel Moore, Economic Development Manager, BGE

Keasha Haythe, CEcD, Director, Dorchester County Economic Development

Kristi Halford, Director of Marketing and Communications, Economic Alliance of Greater Baltimore

Tracy Gosson, President, Sagesse, Inc.

Barry Hudson, Senior Policy Advisor & Manager of the Communications Division, Office of the Prince George's County Executive

12:15 – 1:45 pm LUNCHEON & KEYNOTE ADDRESS

WELCOME TO BALTIMORE

Mayor Stephanie Rawlings Blake

KEYNOTE ADDRESS

Mike Gill, Secretary, Maryland Department of Business & Economic Development

The secretary will take an in-depth look at the sales process including what it takes to go from meeting a customer to closing a deal.

2:00 pm

ECONOMIC DEVELOPMENT DIRECTOR'S MEETING

Directors of Economic Development from around the state meet quarterly at the end of every MEDA Conference. Attendees of the Summer Conference who are not directors are welcome to remain as observers of the meeting.

Upcoming:

Economic Development Week September 28 – October 1

**2015 MEDA Fall Conference
Week of September 28**