

DRAFT

MEDA ANNUAL CONFERENCE AGENDA

April 28 – May 1, 2018

Hyatt Regency, Chesapeake Bay

Telling Your Story

“Telling Your Story” –Economic development today requires communicating complex issues and a variety of messages to an increasingly diverse, and distracted, set of stakeholders and audiences. How do you break through the noise? How can you effectively target your messaging for different audiences and still maintain consistent messaging? From marketing your community to regional, national and international audiences; communicating your value and results to elected officials and boards of directors; or communicating your organization’s vision internally to a multi-generational workforce – effective and strong communication is key to building relationships, and relationships are key to effective economic development. Join us for the 2018 MEDA Annual Conference as we explore the most impactful ways to Tell Your Story.

Saturday, April 28, 2018

5:00 – 6:00 pm **COUNCIL OF PAST PRESIDENTS’ MEETING – BY INVITATION ONLY**
Brigantine Room the Council of Past Presidents’ Annual Meeting is exclusively for Past Presidents.

6:00 – 8:00 pm **PAST PRESIDENTS’ RECEPTION**
Windjammer Reservations required.

Sunday, April 29, 2018

11:00 am – 5:00 pm **DHCD REVITALIZATION TOUR**

11:45 am – 4:30 pm **MEDA ANNUAL GOLF TOURNAMENT – shotgun start at noon**

4:00 pm **HOTEL CHECK-IN BEGINS**

5:30 pm **CONFERENCE REGISTRATION OPENS**

6:00 – 7:00 pm **WELCOME EARLY BIRD ARRIVALS &**
NEW MEDA MEMBERS RECEPTION

7:00 – 9:00 pm **WELCOME TO THE EASTERN SHORE NETWORKING DINNER**

Monday, April 30, 2018

7:30 - 8:30 am **OPENING BREAKFAST/MEDA MEMBERSHIP BUSINESS MEETING**

8:00 – 8:30 am **MEDA MEMBERSHIP BUSINESS MEETING**

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| 8:30 – 9:30 am | OPENING KEYNOTE SPEAKER |
| 9:30 – 9:45 am | BREAK |
| 9:45 – 11:00 am | In many ways, economic development is about storytelling. It's about taking all of the data, the compelling assets, and the success stories and weaving them together to convince businesses to locate, entrepreneurs to launch, and investors to invest in your community. But do we really know what story we're telling? Do we know who we are telling it to? What differentiates us from other places? Join us for this panel of experts to talk about branding, understanding your audience, and messaging to develop your unique economic development story that makes your community stand above the rest. |
| 11:00 – 11:15 am | BREAK |
| 11:15 – 12:30 pm | BREAKOUT SESSIONS |
| | Topic #1 - <u>Attraction/Site Selection Breakout</u> – now that you know your storytelling goals, how do you tailor that message for attraction? Learn from site selection experts about the most effective ways to communicate your story to attract businesses. Presentations by: Juniper CRE |
| | Topic #2 - <u>Metrics/Measuring Success</u> – Telling your story is one thing, but measuring the success of your economic development organization, and communicating that success to elected officials, board members and community stakeholders is also critical. Learn the most effective and compelling data points to measure to show YOUR ROI, and how to share that information to ensure your community continues to invest in economic development. Speakers to be announced |
| 12:30 – 2:30 pm | LUNCHEON AND ROUNDTABLE WITH GOVERNOR'S CABINET |
| 2:30 – 2:45 pm | BREAK |
| 2:45 – 3:45 pm | ECONOMIC OUTLOOK WITH ANIRBAN BASU |
| | As always, the presentation will deliver an update of Maryland's economic performance in absolute and relative terms. Attention will also be given to improving the state's business climate in ways that are broadly appealing. |
| | Sponsor: Economic Alliance of Greater Baltimore |
| | Introduction: Shannon Landwehr |
| | Keynote: Anirban Basu, Chairman and CEO, Sage Policy Group, Inc. |
| 5:30 – 6:30 pm | ANNUAL BANQUET RECEPTION |
| 6:30 – 8:30 pm | MEDA ANNUAL BANQUET and AWARDS PRESENTATION |
| 8:30 – 9:30 pm | SILENT AUCTION AND RECEPTION |

Tuesday, May 1, 2018

8:00 – 9:30 am OPENING BREAKFAST AND KEYNOTE (speaker to be announced)

9:30 – 10:30 am HOW TO TELL THE STORY OF YOUR STANDOUT COMMUNITY
We've defined the major elements of economic development storytelling. We should know what our story is, how to find the brand of our communities, and who we're telling that story to. So HOW do you tell that story? What are the most effective ways for economic development professionals to get their stories in front of the right audience in order to reach their goals? In a time when our audience is overloaded with information, how do you break through the noise and make a lasting impression? In this panel discussion we'll explore the most effective outlets for communicating your story to your target audience. Join us for an in-depth discussion on the tools and techniques that are most effective for economic developers tell their stories.

10:00 – 10:15 am BREAK

10:15 – 11:15 am WHAT DOES THE FUTURE HOLD FOR ECONOMIC DEVELOPMENT STORYTELLING?
The world is changing rapidly, and the economic developer will have to adapt to the wave of the future – particularly in marketing and communication. The storytelling tools available today are drastically different from what will be impactful tomorrow. This panel will share the most cutting-edge technologies available to give economic developers a look at the unique opportunities for telling your story in ways that will keep you ahead of the competition.

11:15 – 12:15 pm IGNITE MARYLAND

12:30 pm ADJOURNMENT & DRAWING
Closing comments will be made by our board president. The winner of the drawing for the TBD will be announced. You must be present to claim the prize!! Good luck!!