



TN Marketing & Attraction Course
DoubleTree, Jackson, TN
March 5-6, 2025

Wednesday, March 5

9:30-10:00	Registration	<i>University Conference Room</i>
10:00-10:30	Welcome & Introductions	Tintin Czach, TCEcD <i>UTCIS</i> Mandy White <i>Greater Jackson Chamber</i>
10:30 – 11:00	Overview of ED Marketing & Attraction <ul style="list-style-type: none">• Components of Marketing & Attraction• Role of the ED Practitioner• Role of the ED Organization• Preview of Course Case Study Competition	Mandy White <i>Greater Jackson Chamber</i>
11:00-12:30	Site Selection Process & Proposal Development	Katrina Smith <i>TVA</i>
12:30– 1:30	Lunch & Networking	
1:30 – 2:30	Marketing Strategies in a Rural Community <ul style="list-style-type: none">• Developing a Marketing Plan• Coordination of Marketing Activities• Branding and Positioning• Marketing Messages• Measuring Results	Ryan Egly <i>Lawrence County Chamber</i>
2:30– 3:30	Use of Incentives at the Local Level <ul style="list-style-type: none">• Types of Incentives• Roles of Incentives	Madison Haynes <i>Bradley</i>
3:30 – 3:45	Break	
3:45 – 5:00	State & Regional Marketing Programs Best Practices <ul style="list-style-type: none">• Dana Ferguson, TCEcD - <i>TNECD</i>• Chuck Marquis - <i>TVA</i>• Mark Herbison - <i>Tipton County Community Development</i>	
5:15	Wrap-up & Adjourn	
6:00	Optional Dinner Gathering	





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Thursday, March 6

6:00 – 8:00	Full breakfast	<i>Twist Restaurant</i>
8:15 – 9:15	Marketing Research and Techniques <ul style="list-style-type: none">• Understanding your Product• Understanding the Market• Public/Media Relations• Online and Digital Presence	Kathy Gelston, CPA <i>VisionFirst Advisors</i>
9:15– 10:15	Advanced Marketing & Technology Tools	Kathy Gelston, CPA <i>VisionFirst Advisors</i>
10:15 – 10:30	Break	
10:30 – 11:00	Developing a Marketing Strategy & Metrics	Kathy Gelston, CPA <i>VisionFirst Advisors</i>
11:00—12:00	Case Study Marketing Plan Design & Competition	Mandy White/ Class Participants
12:00-12:15	Evaluation Forms/Certificates/Adjourn	

