



**TN Marketing & Attraction Course
Marriott Chattanooga Downtown
June 16-17, 2021**

Wednesday, June 16

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 – 12:30	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>
12:30 – 1:15	Lunch & Networking	
1:15 – 2:30	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>
2:30 – 3:15	Site Selection Process	Heidi Smith <i>TVA</i>
3:15 – 3:30	Break	
3:30-4:15	Proposal Development	Heidi Smith <i>TVA</i>
4:15 – 5:30	State & Regional Marketing Programs Best Practices <ul style="list-style-type: none">• Scott Cooper, TVA• Sam Wills, TNECD• Charles Wood, Chattanooga Chamber	
5:30	Wrap-up & Adjourn	
6:30	Optional Dinner Gathering	



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Thursday, June 17

7:45 – 8:30	Full breakfast on-site	
8:30 – 9:30	Marketing Techniques <ul style="list-style-type: none">• Branding & Advertising• Promotional Materials• Public/Media Relations• Online & Digital Presence	Sharon Younger <i>Younger Associates</i>
9:30 – 10:15	Advanced Marketing & Technology Tools	Technology Team <i>Younger Associates</i>
10:15 – 10:30	Break	
10:30 – 11:15	Developing a Marketing Strategy & Metrics	Sharon Younger <i>Younger Associates</i>
11:15—12:30	Case Study Marketing Plan Design & Competition	Class Participants
12:30	Evaluation Forms/ Certificates/ Adjourn	