



TN Business Retention & Expansion Course
May 5-6, 2021
TCED Online via Zoom*

Wednesday, May 5 (all times Eastern Time)

- 10:00-10:20 Welcome & Introductions
Kim Denton, CECD, UT Center for Industrial Services
- 10:20-10:30 Course Overview & Ground Rules
Laith Wardi, CECD, ExecutivePulse, Inc.
- 10:30-11:00 Lifeboat Exercise
Group
- 11:00-12:00 Prioritizing Your Customers in BRE
Laith Wardi
- 12:00-12:45 Lunch Break
- 12:45-1:30 Lifeboat Exercise – Revisited
Group
- 1:30-2:30 Global Business Trends Discussion
Dean Barber, Barber Business Advisors / Laith Wardi
- 2:30- 2:45 Break
- 2:45-3:45 BRE Objectives, Outcomes & Framework
Laith Wardi
- 3:45-5:00 Best Practices Panel: Practitioner’s Perspective

Ryan Egly, President & CEO, Lawrence County Chamber
Steve Hiatt, Director of Existing Business Development, Chattanooga Chamber
Susan Hadley Maynor, Managing Director Economic Development, Memphis Chamber
- 5:00 Day 1 Wrap-up & Adjourn

****All times Eastern Time***



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TN Workforce Development Course
TCED Online*

Thursday, May 6 (all times Eastern Time)

- 9:00-9:15 Day 1 Recap & Announcements
Laith Wardi/ Kim Denton
- 9:15-10:15 Dissecting Outreach & Role Playing
Laith Wardi
- 10:15-10:45 Team, Management & Technology Considerations
Laith Wardi
- 10:45-11:00 Break
- 11:00-12:45 One-to-One Database Marketing, Measuring Results & More
Laith Wardi
- 12:45-1:00 Wrap-Up/ Final Comments/ Evaluation Forms
Kim Denton

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