**Vermont Community Development Association**

**Spring Meeting**

**May 10, 2018**

**Telling Your Community Story: Local and Regional Marketing in the Modern Economy**

**-AGENDA-**

9:30 **Welcome** – VCDA Board Chair, Ben Doyle

9:40 **KEYNOTE - Wendy Knight, Commissioner, Vermont Department of Tourism and Marketing**

*What does effective storytelling look like on the local, regional, and statewide level? What’s in the State’s vision for telling the Vermont Story? What are the intersections between state-wide efforts and local/regional ones?*

10:15 **Break**

10:30 **Panel: Best Practices for Local and Regional Marketing Efforts**

 **Moderator:** Jenna Koloski

 **Panel Presentations:**

**VT/Quebec Enterprise Initiative:** Dave Snedeker, Executive Director, Northeastern VT Development Association

**Killington/Rutland Marketing Initiative:** Lyle Jepson, Director, Rutland Economic Development Corporation and Mary Cohen, Executive Director, Rutland Region Chamber of Commerce

**Deerfield Valley Marketing Initiative:** Thad Quimby, Marketing Director, Mount Snow

**Northeast Kingdom Marketing Partnership:** Joe Short, Vice President, Northern Forest Center

12:00 **Lunch**

1:00 **Presentation: ThinkVermont Campaign**

 Elaine Sopchak, ThinkVermont Project Manager *What is the ThinkVermont Campaign? How can local communities leverage this resource in their own marketing efforts?*

1:30  **Presentation: Building your Brand**

Maia Segura, Principal, Strategic Communications, Penniless Projects

2:00 **Presentations: Digital Marketing: How to Plant your Community’s Flag in the Internet World**

**New Media Travel & Tourism Marketing**: Matt Harrington, Director, Bennington Chamber of Commerce

**Measuring Your Results with Data Collection:** Eric Durocher, Executive Director, Southern VT Deerfield Valley Chamber of Commerce

 3:00 **Adjourn**