

## Telling the Labor Market Information Story: Marketing Economic & Workforce Data In 2020 And Beyond

September 15, 16, 17, 2020

2:00 – 4:00pm ET

Effectively communicating your research findings to external and internal stakeholders is essential. This workshop will target how economic development organizations and LMI shops can develop and fine-tune marketing communications plans, measure customer satisfaction, show how essential your team's work is, and learn how to share your story in alternative format.

### September 15, 2020

**Theme: Now more than ever, sharing the benefits of workforce and economic development data is critical**

- Introductions (Interactive based on “homework” assignment provided at registration)
- Marketing Essentials
  - Basics of Public Sector Marketing
  - Developing a Marketing Philosophy for YOUR “LMI Shop”
- Capability analysis
  - SWOT Analysis
  - Products and Targets
  - Establishing goals/Developing strategies

### September 16, 2020

**Theme: Customizing an Achievable and Measurable Marketing Plan**

- The Customer-Focused Marketing Communications Plan
  - Products (define BENEFITS to customers)
  - Customers (how to they WANT to receive information?)
  - Tools in the Toolbox (more about this on Day Three!)
  - Budgets/Personnel
- Branding
  - “Product” vs “Company”
- Measuring Customer Satisfaction
  - Continuous Improvement

### September 17, 2020

**Theme: Sharing Your Story in an Alternative Format**

- Determining Appropriate Format for your CUSTOMER
- Social Media
  - Blog, FB, Twitter, Instagram, YouTube
- Online Sessions
  - Zoom, Teams, etc.
  - Etiquette (adds credibility to your message)
- Best Practices/Closing Remarks