



NATIONAL  
ECONOMIC  
DEVELOPMENT  
WEEK MAY 7-12  
2018

IEDC Virtual Learning  
March 15, 2018  
2:30-4:30 p.m. ET



Join the #EDW2018 campaign on social!





INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

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# About IEDC

- Non-profit professional membership organization serving economic developers
- More than 5,200 members – the largest organization of its kind
- Public and private, rural and urban, local and international members
- Members employed in local, state, provincial and federal governments, public – private partnerships, chambers of commerce, universities
- IEDC members stimulate the creation of high-quality jobs and improve the quality of life in their regions

# Highlights of Today's Discussion

- 2017 Gold Award Winner
- 2017 Silver Award Winners
- Engaging Elected officials at the state and local level
- Creating an exciting promotional campaign
- Entering your campaign for an IEDC Excellence in Economic Development Award
- Questions & Answers

# Economic Development Week Overview

Started via the inspiration of 2016 board chair Barry Matherly, CEcD FM HLM and was originally part of the 90<sup>th</sup> Anniversary celebration year

- Approximately 500 campaigns since inception, last year over 300 alone
- State and local support from elected officials
- Hundreds of news articles, blogs and social media mentions
- 2018 dates: May 7 -12, 2018**

# Official Hashtags for 2018 Economic Development Week

**#EconDevWeek**

**#EDW2018**

**#QualityOfLife**

Send your campaign events to Akia Ashmond Brew  
[agbrew@iedconline.org](mailto:agbrew@iedconline.org)

**Tag IEDC social media accounts in your social media postings.**  
See IEDC social media handles at the end of this presentation.






# 2018 EDW Resources & Tools

New Toolkit which includes information and resources that will help you create a successful campaign strategy.

Access information on:

- Engaging elected officials
- Communicating with the press
- Sharing advertisements
- Establishing a social media calendar

International Economic Development Council Presents:



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**TOOLKIT**

[iedonline.org/edw](http://iedonline.org/edw)


*No campaign is too big or too small. Start planning today!*

**#EconDevWeek  
#QualityOfLife  
#EDW2018**

**Inside this Toolkit:**

- Special ways to engage your elected officials
- Press release template
- Electronic and print advertising templates
- City, county and state resolutions templates
- Sample promotional social media messaging
- Event ideas
- Content Calendar for easier social media message plotting
- #EconDevWeek Excellence in Economic Development Week Awards details
- Plus, access free webinars featuring award-winners from 2016 and 2017!

**More than 350 different campaigns in 2017!**



# Keep the fun going after your campaign ends!

## Apply for an #EDW2018 IEDC Award!

Types of promotion include, but are not limited to, an event, seminar, marketing tour, web or print projects, video, and social and digital media campaigns.

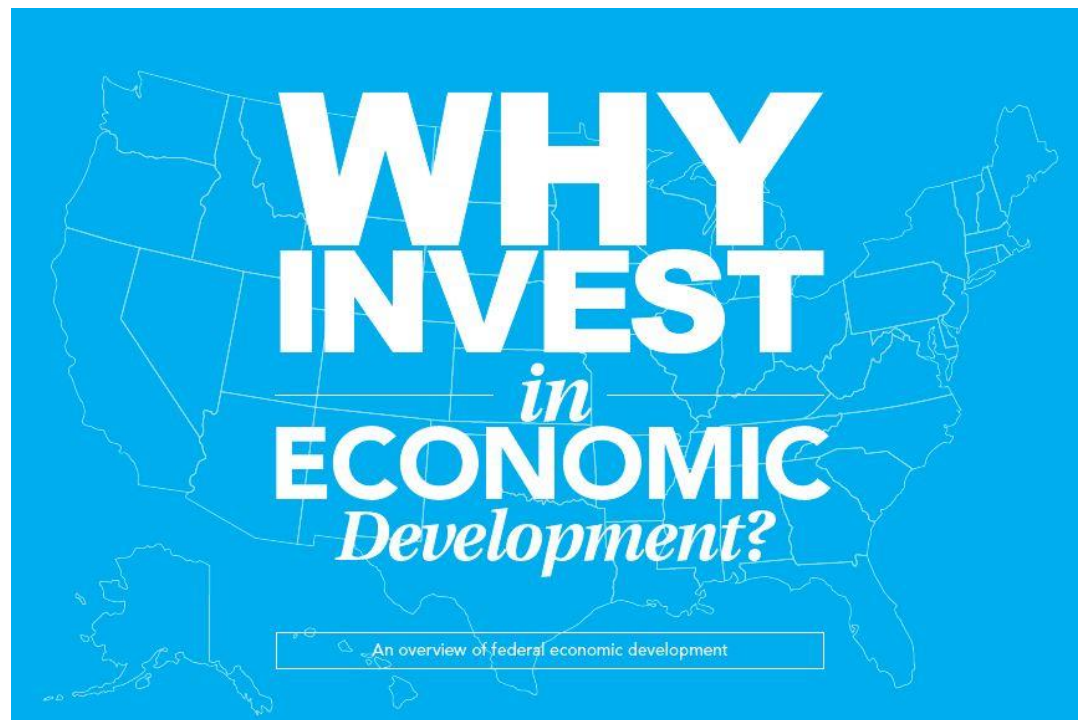
### **How your EDW campaign will be judged:**

Please note that criteria are meant for completion during EDW (May 7-12, 2018)

- Goal/mission
- Innovation/creativity
- Effectiveness of EDW promotion
- Community or other EDO involvement (local, regional or state level)
- Use and quality of promotion utilizing social media



**Download the  
“Why Invest  
in Economic?”  
brochure!**



**Access it from:**  
[iedonline.org/whyinvest](http://iedonline.org/whyinvest)

*New version to be released  
during the 2018 IEDC FED  
Forum from March 25-27!*





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# Q&A

More information at [iedconline.org/edw](http://iedconline.org/edw)  
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