



DRIVING GROWTH

THE RACE FOR
TALENT, INNOVATION & PLACE

IEDC 2019

ANNUAL CONFERENCE



INDIANAPOLIS, IN • OCTOBER 13-16



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Agriculture Media Tour Partnership with the University of Guelph

Kurtis Wells, Marketing and Events Coordinator
City of Guelph, Canada





Overview

- One of four Canadian cities
- 12 international journalists
- Partnered with the University of Guelph
- More than 20 articles written



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Goal

- Continue to build our relationship with the University
- Promote Guelph's premier agri-innovation cluster
- Share the Guelph story
- Position Guelph competitively with global business leaders and influencers



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Impact

- More than 20 international articles published
- Created awareness in new markets for what Guelph has to offer
- Built on our already strong relationship with the University
- Established a great working relationship with Global Affairs Canada



Global Affairs
Canada
Trade Commissioner
Service

Affaires mondiales
Canada
Service des
délégués commerciaux



IMPROVE LIFE.



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Participants

- City of Guelph
- University of Guelph
- Global Affairs Canada
- Ceva Animal Health Inc.
- NSF International
- Mirexus Biotechnologies
- Sleeman Breweries
- International journalists



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Challenges faced

- Selecting the businesses to participate because we have so many strong options
- Language barriers with journalists
- Selecting which content to share
- Timing



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Creative elements

- The partnership with the University of Guelph
- Different perspectives
- We encouraged the businesses to share their stories



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My tips

Event

- Choose the right partners
- Time management on event day(s)
- Have a back up plan

Awards

- Take your time and put full effort into submissions
- Be clear in your submission



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Thank you for your time!

Questions?

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Guelph