



TN Marketing & Attraction Course
Holiday Inn & Suites – Mt. Juliet, TN
August 19-20, 2026

Wednesday, August 19 (CT)

9:30 – 10:00	Registration	Lobby Dining Ground Floor
10:00 – 10:30	Welcome & Introductions	Tintin Czach, TCEcD UT CIS
10:30 – 11:00	Overview of ED Marketing & Attraction • Components of Marketing & Attraction • Role of the ED Practitioner & Organization • Preview of Course Case Study Competition	Mandy White Greater Jackson Chamber
11:00 – 12:30	Site Selection Process & Proposal Development	Millie Callaway Parkes TVA
12:30 – 1:30	Lunch & Networking	
1:30 – 2:30	Marketing Strategies in a Rural Community	Ryan Egly, TCEcD Lawrence County Chamber
2:30 – 3:30	Use of Incentives as a Marketing Tool at the Local Level • Type of Incentives • Roles of Incentives	Madison Haynes Bradley
3:30 – 3:45	Break	
3:45 – 5:00	State & Regional Marketing Programs and Best Practices	Panelists: Rosemary Bates, TCEcD – EDA, City of Gallatin Courtney Sloven – TVA Jamie Stitt - TNECD
5:00	Wrap Up & Adjourn	
5:30	Optional Dinner Gathering	



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Thursday, August 20 (ET)

6:30 – 8:00	Full Breakfast	Lobby Dining Ground Floor
8:15 – 9:15	Marketing Research & Techniques • Understanding your Product • Understanding your Market • Public/Media Relations • Online & Digital Presence	Greg Word <i>VisionFirst Advisors</i>
9:15 – 10:15	Advanced Marketing & Technology Tools	Greg Word <i>VisionFirst Advisors</i>
10:15 – 10:30	BREAK	
10:30 – 11:00	Developing a Marketing Strategy & Metrics	Greg Word <i>VisionFirst Advisors</i>
11:00 – 12:00	Case Study Marketing Plan Design & Competition	Mandy White/ Course Participants
12:00 – 12:15	Wrap Up & Final Comments Evaluation Forms/Adjourn	Tintin Czach



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