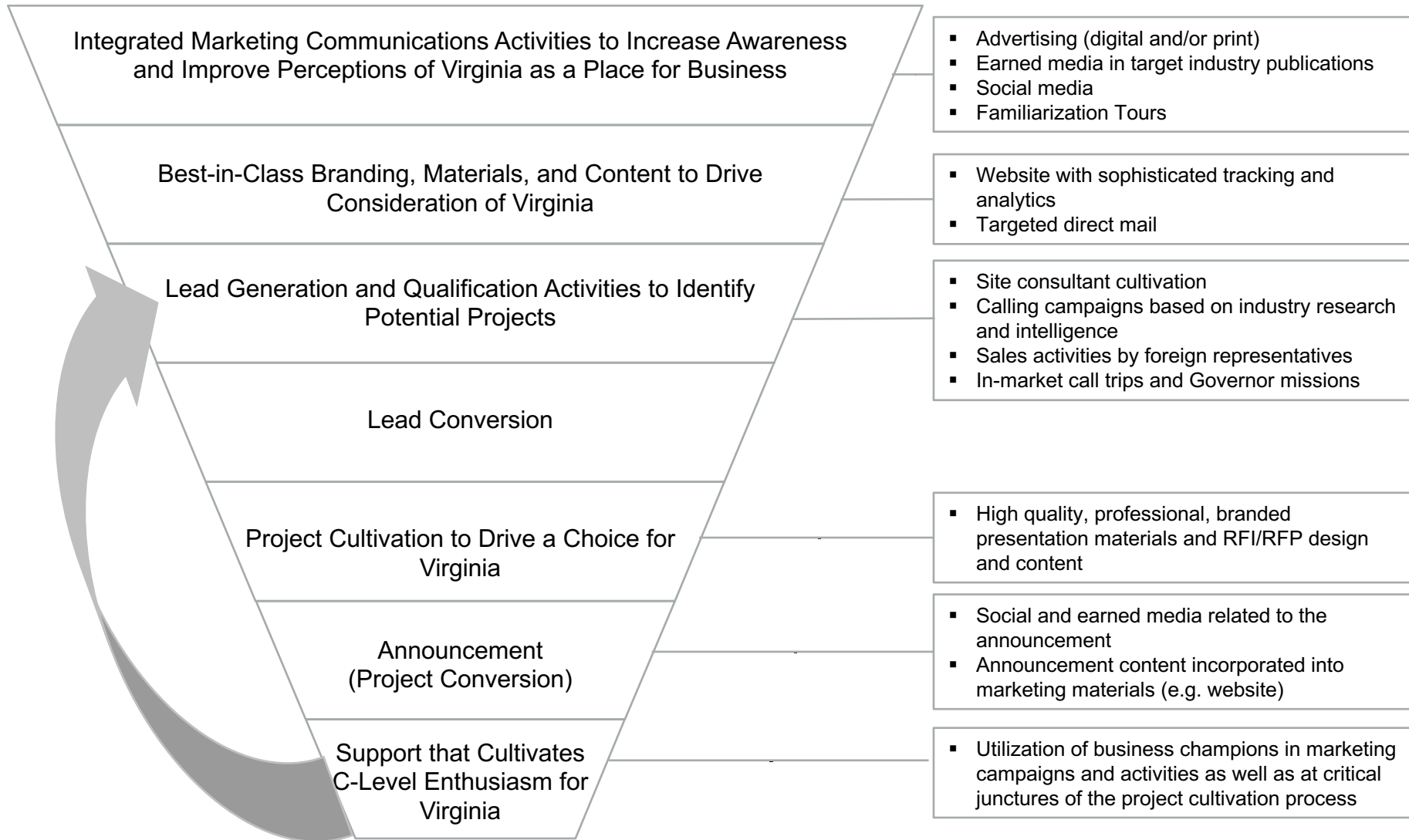

VEDP MARKETING AND COMMUNICATIONS



AGENDA

1. Marketing Virginia for Business
2. New Collateral and Assets
3. *Virginia Economic Review*
4. Site Consultant Cultivation
5. Other New Initiatives for FY19
6. Q&A

A COMPREHENSIVE ECONOMIC DEVELOPMENT MARKETING PROGRAM INCLUDES SEVERAL CORE ELEMENTS



VIRGINIA'S MARKETING PROGRAM INCLUDES BOTH INTEGRATED MARKETING COMMUNICATIONS AND LEAD GENERATION

Integrated marketing communications

- Utilize multiple strategies to promote Virginia's brand to targets (e.g. C-level executives, site selection consultants)
- These strategies and tactics inform and influence targets' perceptions about the Commonwealth in order to improve Virginia's reputation and increase consideration of the state for business investment
- Integrated marketing communications include print and online marketing materials, the sponsorship of events and conferences, familiarization tours, direct mail and email, social media campaigns, and targeted advertising

Lead generation

Lead generation and business development activities primarily represent one-on-one interactions

Lead generation activities include international offices, travel, registration for trade show participation, etc.

THE MARKETING AND COMMUNICATIONS TEAM SUPPORTS FOUR CRITICAL COMPONENTS OF MARKETING VIRGINIA FOR BUSINESS (1/4)

Brand managers develop marketing materials that communicate Virginia's advantages for business

- Collateral development to support lead generation and project management activities
- Website management and maintenance; including lead tracking
- Advertising development and management (limited based on funding)
- Social media communications
- Direct mail and email communications with site consultants and prospects

THE MARKETING AND COMMUNICATIONS TEAM SUPPORTS FOUR CRITICAL COMPONENTS OF MARKETING VIRGINIA FOR BUSINESS (2/4)

The communications team manages VEDP's relationship with the media

- Cultivation of trade and industry media to encourage coverage of Virginia for business, including target industries and rural Virginia
- Implementation of multiple inbound FAM tours for trade and industry media
- Press announcements and events for Virginia's business development wins



THE MARKETING AND COMMUNICATIONS TEAM SUPPORTS FOUR CRITICAL COMPONENTS OF MARKETING VIRGINIA FOR BUSINESS (3/4)

Event managers work with both VEDP staff and stakeholders to promote Virginia at conferences and special events both inside and outside the Commonwealth

- Execution of conference sponsorships and events
- Management of conferences and events hosted in Virginia

THE MARKETING AND COMMUNICATIONS TEAM SUPPORTS FOUR CRITICAL COMPONENTS OF MARKETING VIRGINIA FOR BUSINESS (4/4)

Staff supports the site consultant cultivation program in conjunction with Business Investment

- Tracking of consultant relationships
- Conducting some 1:1 briefings with consultants
- Managing in-bound consultant FAM tours